



## AN ANALYSIS OF TOURISM AND HOSPITALITY POTENTIAL ON EMPLOYMENT GENERATION IN METROPOLITAN KANO STATE, NIGERIA

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### ABSTRACT

The paper analyzed the tourism and hospitality potential on employment generation in metropolitan Kano state, Nigeria. The objectives are to; identify the number of registered hospitality industries, factors responsible for the growth of hospitality industry and their contribution. The study adopts survey research method. The sampled were drawn from officials of Kano state tourism Management Board and Hoteliers Association of Nigeria, Kano State Chapter in a purposive manner. Key Informant Interview; semi-structured questionnaire were used as tools of data generation: and simple statistical tool was adopted for analysis. The findings revealed that only 85 hotels registered with Kano state tourism Management board with Fagge LGA had 63.5 % being the highest number of hotels while Kumbotso LGA had 1.2% which is the least number of Hotels. The industry provides employment to over 6,430 people and generates about 32,295,122.37 million to KSMB between 2013 to 2016. Provision of Accommodation, Constructions and Renovations and other facilities, establishment of Hospitality and tourism institute and free land for investors are some of the strategy adopt by the government to promote tourism in the state. The major challenges of tourism development in the state includes; Power Supply, Insufficient Fund, Lack of Autonomy and Excessive Tariff. The study Recommend that, adequate power supply, funds, autonomy to Kano state tourism Management Board should be taken into considerations.

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**Keywords:** Tourism, Hospitality Potential, Kano Metropolis, Nigeria Economy

### INTRODUCTION

Tourism has become the largest and fastest growing industry and became one of the most significant forces for change in the world today in terms of employment and gross domestic products. This Industry according to Stephen (1998) prompt for the regular mass migrations of people, exploitation of resources, processes of development and inevitable repercussions on places, economic, societies and environments. With this development, tourism became an undisputed catalyst for building understanding, fostering social inclusion and promoting higher standards of living, (UNWTO, 2009).

There has been a growing body of literature that addresses tourism as a viable economic option for local community development (Mrema, 2015). But little evidence on the literature that depicts specific role of hospitality to local communities' development as a core element for viable tourism industry in a destination (Muganda, Sahli, & Smith, 2010). Hospitality business is one of the businesses that flourish in Kano especially in the urban cities as a result of growth of mobility, diversification of economic activity, transforming social attitude and touristic activities. The employment and income effects of hospitality emanated from the expenditure on accommodation, food and beverage by

different type of tourists. This sector generates an immense volume of indirect employment and income with a multiplier effect, which provide an important source of employment for many countries in the global economy (Emmanuel, Havi, & Patrick, 2013).

Acknowledging these facts, many developing and developed countries today rely on tourism as an option for sustainable development of their nations and forecast to continue growing at 4% annually by World Travel & Tourism Council (WTTC) (Yusuff, & Akinde, 2015). This annual growing made the sector to grow faster than financial services, transport and manufacturing and not only outpacing the wider economy but also growing faster than other significant sectors and its total contribution to employment was nearly 266 million jobs about 8.9 percent of world employment (Yusuff, & Akinde, 2015). Tourism industry contribution to GDP, according to World Travel and Tourism Council (WTTC) is envisage to rise by 1.9 per cent in 2014 and

rise by 6.1 per cent per annum from 2014 to 2024. This premium can be partly explained by the continued rise in Travel and Tourism demand from emerging markets (Turner & Sears, 2013).

In Nigeria today, tourism has become one of the engines of growth of its economy with a contribution of 3.20 per cent to national Gross Domestic Product (GDP) and providing 2.70 per cent of total employment in 2013 (WTTC, 2014) (Table 1). Hence, when properly develop as opined by Tunde, (2012) will contributes towards alleviating the major political, social and economic problems that characterize the rural areas and equally helps in developing the urban centers and it is capable of generating employment and earning large amount of foreign exchange that rivaled agriculture and petroleum sectors (Yusuff, & Akinde, 2015), as well as ensuring sustainability and achievement of development goals and vision 20:2020.

**Table 1: Economic contributions of tourism to Nigeria economy: 2000-2014**

Period	Total Contribution to GDP	% Share of GDP	Total visitors exports	% share of total exports	Total contribution to employment	% Share of total employment
2000	209.09	4.40	18.92	0.70	1643.73	3.80
2001	219.56	4.40	18.69	0.80	1700.40	3.90
2002	356.95	5.00	30.87	1.20	1960.90	4.30
2003	379.48	4.30	7.50	0.20	1773.60	3.70
2004	652.96	5.50	6.51	0.10	2349.60	4.80
2005	832.69	5.60	18.25	0.30	2445.60	4.90
2006	494.11	2.60	26.89	0.30	1209.00	2.30
2007	879.29	4.10	42.40	0.60	1988.80	3.60
2008	1870.4	5.40	159.0	1.10	2616.40	4.40
2009	1686.9	4.40	172.2	1.50	2266.60	3.80
2010	1315.8	2.90	149.8	0.80	1583.20	2.40
2011	1291.2	2.80	129.8	0.60	1595.10	2.50
2012	1460.0	2.90	109.0	0.60	1779.50	2.50
2013	1559.5	3.10	107.1	0.70	1836.80	2.70
2014	1589.6	3.10	106.2	0.70	1811.00	2.70

Source: World Tourism Council data base online (2014)

Acknowledging these facts, many developing and developed countries today rely on tourism as an option for sustainable development of their nations (Yusuff, & Akinde, 2015). As posited by Bhatia (2007), global evidence suggests that the rapid expansion of both domestic and international tourism manifested in increasing higher standards of living, more leisure time, technological advances in transport and communication systems and better marketing and promotional techniques.

Johan, (2003) as cited in Dalat (2010) opined that, in this twenty-first century, almost every developing country of the world is adopting tourism as one form of development strategy or the other to achieve the transformation of its economic structure or attain national development. Looking at the issues of tourism at a global scale, Page and Connell (2006) noted that, tourism is part of a global process of change and development known as globalization. With proper interventions, tourism can play a crucial role in the process of employment generation among societies, especially where tourism products and resources are abundant. By Year 2020, 9.2% of total global employment will be involved in tourism and hospitality, i.e. 303,019,000 positions and will include both direct and indirect employment (Justin, 2010). Direct employment would imply jobs that help in the creation of the business, whereas indirect employment arise out of businesses that produce goods and services that assist in supplying visitors and travellers directly (Justin, 2010).

Tourism in Kano has always been an integral part of the state's progress and development and the salesmanship role of the industry has over the years helped to portray the greatness of the state, (Abdulkarim, 1997). Since the creation of the state in 1967, successive governments have assumed the responsibility of direct public funding

of tourism and hospitality infrastructure, especially hotels and holiday resorts and to create enabling environment for foreign investors to invest in the tourism and Hospitality industry in the State and initiated a comprehensive Tourism Development Master Plan for the state, especially during the regime of Late Commissioner of Police Audu Bako who initiated and produced a comprehensive Tourism master Plan (Zubair, 2011). It is against this background that the paper attempt an analysis of tourism and hospitality potential on employment generation in metropolitan Kano State, Nigeria.

### Study Area

Kano has been a more important commercial and administrative center than any other Northern Nigerian city in pre-colonial, colonial and independent Nigeria (Urguhart, 1977 as cited in Dankani, 2013). After independence, Kano witnessed an unprecedented urbanization and rapid population growth due to socio-economic transformation in the state, such as the development of industrial, residential and commercial lands uses, which in turn acted as a magnet for other socio-economic activities which rise to metropolitan expansion (Dankani, 2013). These socio-economic transformation attracted tourists or business men from other parts of Nigeria as well as from other part of the world and this culminated into rapid establishment of hospitality industries in order to provide accommodation and other related services became prominent. These socio-economic transformation attracted migrants from other parts of the state as well as from other part of the federation and this culminated into rapid population growth in Kano metropolis.

The study location is Kano metropolis, Nigeria (Figure 1). It is situated between latitudes  $11^{\circ}25' N$  to  $12^{\circ}47' N$  and longitude  $8^{\circ} 22' E$  to  $8^{\circ}39' E$  east and has an altitude

of 472m above sea level respectively. Kano metropolis is bordered by Madobi and Tofa Local Government Areas (LGAs) to the South West, Gezawa LGA to the East, Dawakin Kudu LGA to the South East, and Minjibir LGA on the North East. The study area is made up of eight (8) LGAs. They include Dala, Fagge, Gwale, Kano Municipal, Nassarawa, Tarauni and parts

of Ungogo and Kumbotso LGA respectively. Kano metropolis has an estimated human population of about 2,826307 people (Census 2006). Kano is referred to as the Center of Commerce in the Country due to the historic and modern times marketing activities attracts businesses both far and near.

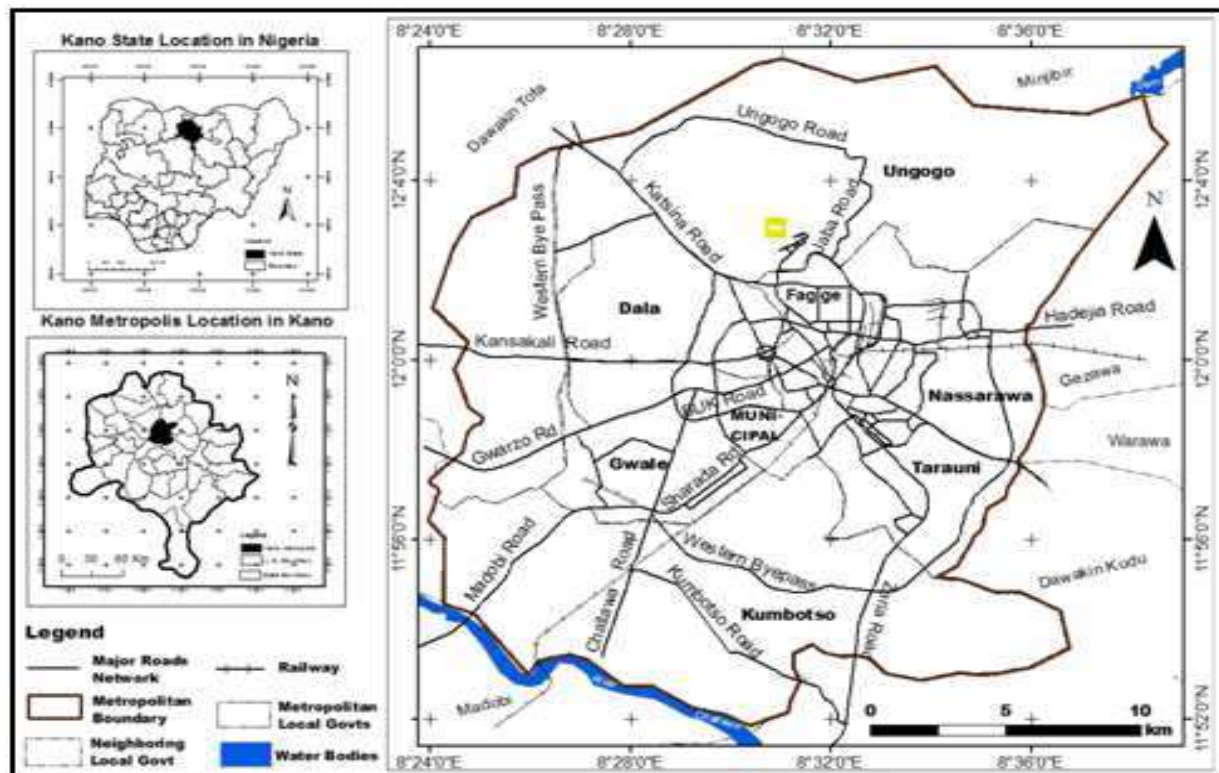


Fig. 1. Map of Kano Metropolis

Source: Adapted from Adzandeh, Fabiyi & Bello (2014).

The climate of the study area is the tropical wet and dry Aw by Koppen's classification. The movement of the Inter-Tropical Discontinuity (ITD) gives rise to two seasons (wet and dry seasons). The wet season lasts from May to mid-October with a peak in August while the dry season extends from mid-October to mid-May of the next year (Olofin, 2008). Climatic factors play a crucial role in determining movement of tourist in the study area. For example, during the wet season, humidity causes the tourist attractions to receive less

patronage due to their locational characteristics in an open space. In addition, during harmattan seasons haze and dust also affect the level of patronage especially does that are interested in rock climbing for sightseeing.

## MATERIALS AND METHOD

The study adopts survey research method to elicit information on the objectives of the study for sustainable employment opportunities in urban areas of Kano state with a view to have clear perspectives of the role of tourism and hospitality industry in national development.

**Types and Sources of Data**

To significantly achieve the objectives of this study, different types of data needed which was obtained from variety of sources including, Kano State Tourism Management Board (KSTB); World Tourism Organization (WTO), Kano State Tourism and Hospitality Institute, Hoteliers Association of Nigeria Kano State Chapter and other relevant documentary materials was used.

List of registered hotels and Airline operators, revenue regenerated by Government from the hospitality industries, factors responsible for the growth of hospitality industries as well as government initiatives to promote hospitality and tourism industries in the state were sourced from Kano State Tourism Management Board. Also data on the government initiatives to promote hospitality and tourism industries in the state were sourced from the Kano State Tourism and Hospitality Institute in order to compliment the data sourced from Kano State Tourism Management Board. However, number of hotels operated in Kano, employment opportunities generated by the hotel industries and major challenges of the growth of hospitality industries in Kano were also sourced from Hoteliers Association of Nigeria Kano State Chapter.

**Population and Sample of the study**

The study population include Kano state tourism Management Board officials and Executives of Hoteliers Association of Nigeria, Kano State Chapter. Sampled were drawn from the officials and executives of Kano state Tourism Management Board and

Hoteliers Association of Nigeria, Kano state Chapter respectively. The sampled were made purposively in order to access in-depth knowledge about particular issues, by virtue of their professional role in tourism and hospitality industry.

**Method of Data Collection and Analysis**

Key Informant Interview (KII) and semi-structured questionnaire were used as instruments for data collection. Simple statistical tool was used to analyze the data and the findings were presented in form of chart and graph with appended discussions.

**RESULTS AND DISCUSSION OF THE FINDINGS****Registered hospitality industries (Hotels) operating in Kano Metropolis.**

The data on registered hospitality industries operating in Kano metropolis indicates that there are about two hundred and eighty-seven (287) hotels operating within the four (4) walls of Fagge, Nassarawa, Tarauni and Kumbotso LGA of Kano metropolis (Hoteliers Association of Nigeria, Kano chapter, 2016). Among all these hotels only eighty-five (85) hotels registered with Kano state tourism Management board as a regulatory body of all hospitality industries in the state. Fagge LGA has the highest number of hotels in the state with 63.5%, followed by Nassarawa LGA with 30.5%, Tarauni LGA with 4.7%. Kumbotso LGA has the least number of Hotels in the state (1.2%) as shown in figure 2.

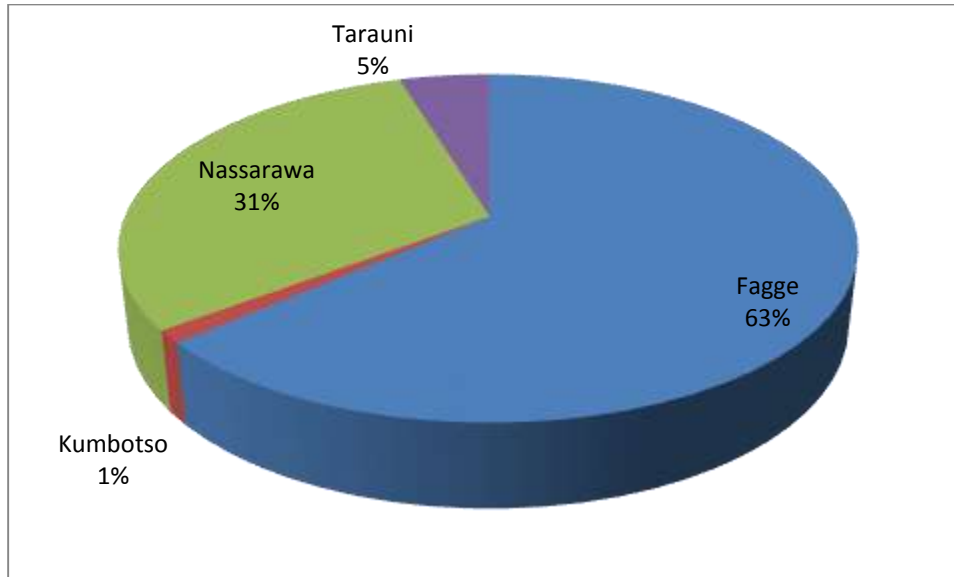


Fig. 2: Percentage of Registered Hotels in Kano Metropolis

This could be connected to the fact that Fagge LGA is located outside the city of Kano and houses non-Muslim migrant in the state coupled with its strategic location within the two (2) major markets (Kwari and Abubakar Rimi). But most of these hotels are motels and brothels where they operate against the normal standard of hotels operation. This makes them not to be recognized and registered by the Kano state tourism management board.

The Strategic location of Kano within the heart of dry land of Northern Nigeria and its Largest population in the country gave the state advantage to excel in economic activities, Huge and available Land for any kind of investment, An international Airport (Malam Aminu Kano International Airport), Good Road Network that link the state with other states and neighboring West African Countries, Dry Port, Free Trade Zone, Relative peace and security, Stable democracy and Literacy level – average (Danburam, undated). These make Kano to be an important commercial and administrative centre than any other Northern Nigerian city in pre-colonial, colonial and independent Nigeria (Urguhart, 1977 in Dankani, 2013) and attracted tourists from other parts of the state as well

as from other part of the federation and this culminated into rapid development of hospitality industries in Kano metropolis.

#### **The Contribution of hospitality Industry to employment generation in Kano Metropolis**

The tourism industry provides direct and indirect employment to many thousand people within Kano metropolis. Direct employment from tourism particularly hotels industry provide employment to over 6,430 people (Hoteliers Association of Nigeria, Kano Chapter, 2016). This might be due to the number of hotels, restaurants and other tourist facilities in the state. The indirect employment created by the industry is many because it cut across many sectors of the economy of the state such as micro and macro businesses in the state thereby creating a multiplier effects among the teeming population of Kano state. UNCTAD (2007) argues that tourist hotel and lodges specialized in the provision of a place to stay (accommodation) as their major service to tourists; sell food and drinks to their guests some of these products are bought directly from locals, example carvings for decorations, banana, vegetables, hence

contributing in building local community income for their development.

In term of income generation, hospitality industry in Kano provides revenue to the government in the state is appreciable when compare with the little attention given to tourism industry by the government. In 2013 Kano state tourism management board generate 10,018,590.83 million, 8,822,198.30 million in 2014, 6,575,173.27 million in 2015 and 6,879,159.97 million as at August,

2016 (KSMB, 2016). The revenue generated by Kano state tourism management board (KSTMB) indicate that, there decline in revenue generated from 2013 to August 2016, though the revenue begin to appreciate as at August 2016 when compare with 2015 (Figure 3). This decline in revenue is attributed to insecurity challenges that occurred in the state between 2012 to 2015. However, as peace and stability begin to restore in the state, normal businesses and activities stabilizes and make the tourism revenue to rise to appreciable status.

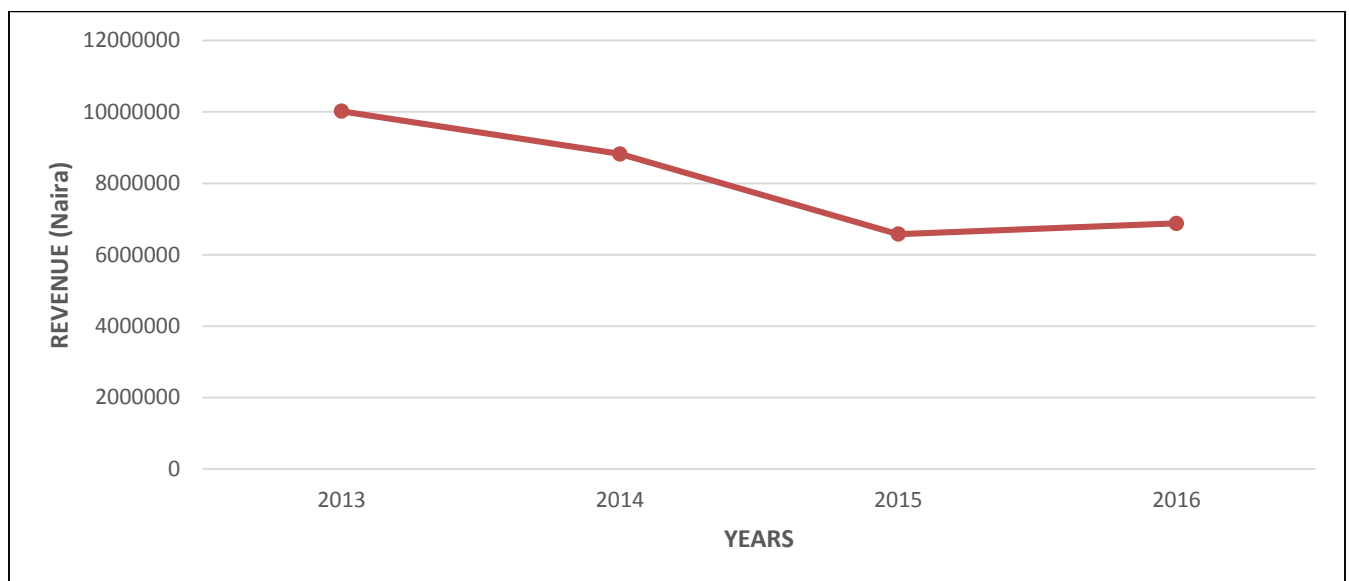


Fig. 3: Revenue generated by KSTMB

#### **Kano State Government Policy toward Tourism Promotion and Development**

On its efforts to promote tourism in the state, the state government introduces series of programmes that will enhance the development of tourism in the state such as;

- 1) Provision of Accommodation to National and International tourist at cheapest rate at Kano state tourism Management Board and Falgore game reserve
- 2) Construction of shops at Zage dyeing pits
- 3) Renovations of Kofar Mata dyeing pits
- 4) Provision of Internet facilities at Kano State tourism Management Board
- 5) Constructions and Rehabilitations of minor and major road network
- 6) Provision of boat/canoe at Tiga dam for boating.
- 7) Participating in National and International trade fairs and Exhibitions.
- 8) Coordinating Tourist Coppers Association of Nigeria (TCAN)



- 9) Establishment of Hospitality and tourism institute in the state, where youth are train on tourism related activities, such as catering service, leather works, laundry services, travel and tour operation, event management among others. These youth are drawn from each local government areas of the state most of which are from rural areas and were being supported with resources to stand on their own. From 2011-2014, the institute trained 600 youth across the state of which one hundred and sixty-eight (168) are from urban Kano in
- 10) four programs and 1500 women in three programs out of which one thousand one hundred and seventy-six (1,176) are also from Urban Kano, totaling to one thousand three hundred and forty-four (1,344), (Kano State Tourism and Hospitality Institute, 2015).
- 11) Over 3,000ha of free land for Tourism Development.
- 12) About 100ha of land reserved for the development of an international standard Horse/camel racing arena
- 13) About 100 ha of land reserved for the development of an international standard Golf Course with a 5 star Hotel.
- 14) Premium land along the TIGA River exclusively reserved for luxury vacation villas and condominiums.

### Major Challenges of Tourism Development in Kano State

The development of tourism in the Kano metropolitan and state in general encountered with a lot of problems. These problems includes:

- i. *Power Supply*: The power is very necessary for efficient development of tourism other sectors of tourism industry particularly Hotels and

other related services. This irregular electrical supply affects the smooth operation of hospitality industries in the state.

- ii. *Insufficient Fund*: Lack of enough capital to efficiently run the promotion of tourism in Kano state is a serious problem. The government budgetary allocation to tourism sector is not enough and the monthly 1 % Tourism Development Levy (TDL) remitted by Hotels to the Tourism Management Board is not enough to cater for the development and other miscellaneous expenses in the tourism sector by the board.
- iii. *Lack of Autonomy*: The Kano state Tourism Management Board does not have total freedom to exercise their power in the tourism sector due to interruption from the supervising ministry. This is seriously dragging the tourism sector in the state in achieving its goal and the central government confuses on where to channel its documents with regards to tourism development and other related matters.
- iv. *Excessive Tariff*: Excessive tariffs or taxations on Hospitality industries by various government agencies also affects the development of hospitality industries in the state and consequently affects the level of patronage. The Hotel industries in Kano suffered much from these excessive where they paid about sixty-six (66) different tariffs (Hoteliers Association of Nigeria, Kano Chapter, 2016).

### RECOMMENDATION

- ✓ Adequate power supply should be provided in order to have constant power supply in the hospitality industries.



- ✓ Government in collaboration with Non-governmental organization should provide adequate funds through budgetary allocation and financial aids to Kano state tourism Management for effective promotion of tourism in the state.
- ✓ Government should give autonomy to Kano state tourism Management by making it to be independent Ministry with its Commissioner who is also tourism professionals.
- ✓ Duplicate of tariffs should be taken into considerations by the government in order to avoid excessive tariffs in such a way that hospitality industries would be promoted and encourage others to established more hotels in the state.

## CONCLUSION

The tourism sector if properly harnessed would generate reasonable revenue to government as well as employment opportunity. Findings indicates that about 63% of all the hotels in metropolitan Kano are located in Fagge LGA due to its commercial relevance. The strategic location of Kano within the heart of dry land of Northern Nigeria, its Largest population in the country, available Land for investment, an international Airport, Good Road Network, Dry Port, Free Trade Zone, Relative peace and security are some of the factors that gave rise to rapid development of hospitality industries. Provision of accommodation, Construction of shops and Renovation at Zage and Kofar Mata dyeing pits, Constructions and Rehabilitations of minor and major road network and establishment of Hospitality and tourism institute are among the interventions of government in promoting the tourism and hospitality sector in the state.

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