



THE ENTREPRENEURSHIP OPPORTUNITIES IN THE HOSPITALITY AND TOURISM INDUSTRY IN EDE METROPOLIS IN POST COVID – 19 PANDEMIC ERA

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Abstract: The hospitality and tourism industry is an aggregate of enterprises that hold enormous benefits of entrepreneurship activities that enhance the satisfaction of residents and visitors away from home. Entrepreneurship activities entail undertaking of innovations or introduction of new ideas in response to perceive opportunities that enhances development and stability at facet of economy. The research study focused on identifying the entrepreneurship opportunities in hospitality and tourism industry in post covid – 19 pandemic era in Ede metropolis rather than investing only in hotels / motels, to reveal the level of awareness of the residents of Ede metropolis in entrepreneurship opportunities in hospitality and tourism industry and to know the economic gains of entrepreneurship opportunities in the hospitality and tourism industry. The researchers adopted a multi-stage purposive sampling technique for which a total number of one hundred and twenty (120) questionnaires were administered to thirty (30) graduates of different tertiary educational institutions with no exemption a type and location of tertiary education institutions in each of the four purposive selected areas out which only one hundred and six (106) were recovered representing 88% of the entire population. Data were descriptively analyzed and presented in form of tables and simple linear regression analysis was used in the test of hypothesis. Findings revealed that entrepreneurship opportunities in the hospitality and tourism industry can significantly influence the economic development of Ede metropolis in the post covid – 19 pandemic era. It was concluded that entrepreneurship opportunities in hospitality and tourism industry are essential tools for economic development of Ede metropolis in the post covid – 19 pandemic era. The researchers recommended that adequate awareness campaign should be embarked upon through public and private partnership on possible entrepreneurship opportunities in the hospitality and tourism industry.

Keywords: Entrepreneurship, Covid – 19, Opportunities, Hospitality and Tourism Industry

Introduction

The hospitality and tourism industry is an aggregate of enterprises that hold enormous benefits of entrepreneurship activities that enhance the satisfaction of residents and visitors away from home. It is the collection of productive organizations documented as the world largest sector contributing significantly in terms of generation of employment, improved revenue generation among others to many local, states, regional, national and international economies and which are motivated through linkage with numerous entrepreneurship activities (EHL Hospitality Business School, 2022).

With no exemption to developing countries such as Nigeria, a worldwide consensus on the basic role of competitive markets and economic development has emerge in the last decades of which the primary barrier to economic development is often not so much in factors of production such as scarcity of capital, labour and land but in scarcity of opportunities and approaches that can facilitate the task of economic development (Fernando, 2022).

Thus, entrepreneurship opportunities entail undertaking of innovations or introduction of new ideas in response to perceive activities and approaches that can enhance development and stability at facet of economy (Ciochina, Iordache and Sirbu, 2016). The entrepreneurship opportunities facilitate innovate changes and exploit market prospect in the hospitality and tourism industry through its enormous products and services in order to match the corresponding increase in the population with number of businesses (Bagherifard *et.al*, 2013) and to help build a

way of life and development of positive attitude that allows people to have fun together, nurture a long-lasting relationship that will create a harmony that will help maintain wellness and completeness in the face of post COVID – 19 pandemic era (Walker and Walker, 2011)

Consequently, worldwide interest had been drawn on coronavirus popularly known as COVID -19. Coronavirus (COVID -19) is a contagious disease that has its origin and was first affirmed in December 2019 in the city of Wuhan; a Chinese region. This disease multiplied speedily among human from the droplets of saliva or discharge through sneezes or coughs from the mouth or nose of an infected person (Ofordu, 2020). Within a phase of two months of not many hundreds of cases in the town of Wuhan, China; the virus has hit more than 92% of the countries of the world and was declared as pandemic by World Health Organization (WHO) and immediate actions were raised to curtail the spread of the coronavirus has led to both local and international restrictions of movement and lockdowns of businesses locally and internationally thereby impacting largely and negatively on the economies of the world (Solomon, 2020).

With no doubt, the COVID - 19 pandemic has brought about unprecedented challenges and the quest for hospitality and tourism services have dropped significantly. Hence, it is crucial to adopt opportunities or strategies that can help deal with the challenges facing the economy with no exemption to Ede metropolis as a result of the unprecedented times of the COVID - 19 pandemic. Thus, the need to fight the broader economic disruption caused by the COVID – 19 pandemic is quest for quick revitalization of the economies and other business functions cannot be ignored (Lavender, 2020). This research tends to identify the entrepreneurship opportunities in hospitality and tourism industry in post COVID - 19 pandemic era in Ede metropolis rather than investing only in hotels / motels, to reveal the level of awareness of the residents of Ede metropolis in entrepreneurship opportunities in hospitality and tourism industry and to know the economic gains of entrepreneurship opportunities in the hospitality and tourism industry. Similarly, The null hypothesis of the study; entrepreneurship opportunities in the hospitality and tourism industry cannot significantly influence the economic development of Ede metropolis in the post COVID - 19 pandemic era while the alternative hypothesis; entrepreneurship opportunities in the hospitality and tourism industry can significantly influence the economic development of Ede metropolis in the post COVID - 19 pandemic era.

Figure 1: The Economic Gains of Entrepreneurship opportunities in the Hospitality and Tourism Industry



Source: Adapted from Cote (2020).

However, there are enormous entrepreneurship opportunities in hospitality and tourism industry in post COVID - 19 pandemic era in Ede metropolis (Table 1) rather than investing only in hotels / motels (Table 1 Asterisk). Thus, identifying the essential entrepreneurship activities will enhance diversification of the business organizations / ideas and economic development of Ede metropolis in the post COVID – 19 pandemic era (Ofordu, 2020).

Table 1: Entrepreneurship opportunities in the Hospitality and Tourism Industry in post COVID -19 pandemic era in Ede metropolis

Major sub – groups	Individual (s)	Traditional Bodies	Religious Bodies
(1) Accommodation	Hotels, Motels, Tourists' homes, Guest houses, Hostels etc.	Palace building and lodges, strangers' rooms etc.	Christian hotels / hostels, Islamic hotels / hostels, Youth camps etc.
(2) Transportation*	Intra – city / Inter campus taxis, Car hire, Truck rentals, Motor parks, Trailer parks etc.	Palace buses, Town hall transport shuttle, Sightseeing buses etc.	Church / Mosque buses rentals etc.
(3) Travel Agencies*	Local Travel Agencies	-	Revival caravans, Touring van, etc.
(4) Finance*	Micro - finance scheme, Financial development and enterprises etc.	Micro - finance scheme, Cooperative investment and Credit Society Scheme etc.	Micro - finance scheme, Cooperative investment and Credit Society Scheme
(5) Food and Beverage Service*	Restaurant / Fast food, night clubs, bar joints, palm – wine joints etc.	Cafeteria, Traditional delicacies shops etc.	Canteens, Restaurants, Camp youth delicacies shops, Shopping complexes and stores etc.
(6) Retail Trade*	Kiosks for souvenirs and Newspaper, motor dealers, motor - cycle and bicycle dealers etc.	Palace Museums, Local Arts and Crafts Museums etc.	Display of Biblical and Quranic posters, Shops etc.
(7) Recreation*	Games shops / field, Amusement parks and other recreational facilities.	Traditional Sports, Folktales etc.	Showing of Christian / Islamic films, Play areas etc.
(8) Culture / Entertainment*	Local and Arts shops, Cinema shows, Society and Club relaxation arena.	Information offices, Traditional museums and archives etc.	Music and Christian carol, Islamic music and drama, Christian / Islamic cinema shows etc.
(9) Ancillary*	Media houses, advertising agents, Dry cleaning services, Credit card companies, Garbage disposal services etc.	Advertising agents for palace events, Market garbage disposal etc.	Alms-giving services, Public Relations and Gift shops etc.

Source: Adapted from Ikusemiju (2012) quoting Afolabi (2007).

Statement of Problem

Hospitality and Tourism Industry in Nigeria have not fully achieved the considerable economic influence of its business operations due to the coronavirus pandemic (Oyewale, Ogunniyi and Olagunju, 2020). The Hospitality and Tourism Industry have been negatively affected as a result of the coronavirus (COVID – 19) pandemic that ravaged the entire world which brings unprecedented challenge to the global economy (KPMG Advisory Services, 2020). Many businesses with no exemption to hospitality and tourism businesses were closed for several months and many employees were laid off from their several of place of work.

It was observed that many literatures have been written on how the entrepreneurship development and how coronavirus (COVID – 19) pandemic has affected various business operations and possible resolutions. It was apparent that Patankar and Mehta (2014) focused on factors that affect entrepreneurial development in the wake of changing business scenario. Ciochina, Iordache and Sirbu (2016) focused on the factors influencing the development of local entrepreneurship and thus the behaviour of entrepreneurs. Peters and Buhalis (2019) focused on the factors influencing hospitality entrepreneurs, quality of life and how these qualities of life are related to business growth. Similarly, Anagun and Oni (2020) focused on how the positive and negative effects of the pandemic on Nigeria society can be controlled and channelled into development of the economy. Solomon (2020) focused only on how the pandemic that led to rapid shutdown across the all the States in Nigeria has greatly affected the hospitality industry and thus, only suggested the provision of alternative business operation and diversification of products and services. In addition, Amofah and Saladrigues (2022) only focused on entrepreneurial intention through the role of gender on entrepreneurial education and role model or parental self – employment. Musabayana, Mutambara and Ngwenya (2022) focused on how government policies influence practice of small and medium enterprises and how government plan were clearly communicated to all the entrepreneurs but the information did not flow to the grassroots.

Thus, all the aforementioned literatures and many others have not specifically focus on the entrepreneurship opportunities in hospitality and tourism industry in the post COVID – 19 pandemic in Nigeria and possibly suggest possible ways how the entrepreneurship opportunities will significantly influence economic of markets.

Methodology

1. Materials

Ede is a town in Osun State, Southwestern Nigeria on coordinates 7° 44' N and 4° 26' E and is located along River Osun with a population of 159,866 according to 2006 National Population Census. Ede town is a host to the foremost Osun State Water Works that supplies potable water to about twenty (20) Local Government Areas of the State (Osun State Ministry of Innovation, Science and Technology, 2020).

2. Methods

The population of the study was a survey of residents of Ede metropolis, Osun State. The researchers in the purposive selection of one hundred and twenty (120) respondents utilized multi-stage random sampling technique in the selection of respondents representing the entire population. Thus, at the first stage, Ede metropolis was divided into two (2) areas based on its two (2) local government areas namely Ede North and Ede South. At the second stage, each of the two (2) local government areas was further divided into two (2) purposive and popular neighbourhoods namely Oke - gada, Olofa - ina, Agip and Ededimeji. At the third stage, one hundred and twenty (120) questionnaires were administered to randomly selected respondents at each of the popular neighbourhoods that comprised of thirty (30) graduates of different tertiary educational institutions with no exemption a type and location of tertiary education institutions.

The data gathered through the administration of 120 questionnaires of which only one hundred and six (106) were recovered representing 88% of the entire respondents. Thus, the response from the respondents were presented and analyzed in tables with the use of simple percentage method. Meanwhile, simple linear regression analysis was used in the test of the hypothesis in order to know how strong is the relationship between the independent and dependent variables and to predict the value of dependent variable from the value of independent variable (Rosenthal, 2017) which assisted the study in a logical conclusion.

Results and Discussion

Table 2: The level of awareness of the residents of Ede Metropolis in entrepreneurship opportunities in the hospitality and tourism industry

Variables	Frequency	Percentage (%)
High	41	39.00%
Low	56	53.00%
No Response	9	8.00%
Total	106	100%

Source: Fieldwork (2022).

The table 2 above shows that 41 respondents representing 39.00% agreed that the level of awareness of the residents of Ede Metropolis in entrepreneurship opportunities in the hospitality and tourism industry is high while 56 respondents representing 53.00% agreed that the level of awareness of the residents of Ede Metropolis in entrepreneurship opportunities in the hospitality and tourism industry is low. Thus, 9 respondents representing 8.00% of the respondents did not respond. This indicated that the level of knowledge of the respondents on the entrepreneurship opportunities in the hospitality and tourism industry is low.

The aforementioned is line with Bhat and Khan (2014) that state that lack of awareness about entrepreneurship among the educated youth in the state of Jammu and Kashmir has greatly contributed to the current situation of ever increasing rate of joblessness day after day and that the awareness of entrepreneurship is insignificant.

Also, the above is line with Sivapalan and Balasundaram (2012) that state that like lack of awareness in the entrepreneurial field is one of the barriers that responsible for lowest level of entrepreneurial intention among the scholars and undergraduates in the University of Jaffna.

Table 3: Entrepreneurship opportunities can enhance economic development in Ede metropolis

Variables	Frequency	Percentage (%)
Can enhance economic development	86	81.00%
Cannot enhance economic development	13	12.00%
No Response	7	7.00%
Total	106	100%

Source: Fieldwork (2022).

The table 3 above revealed that 86 respondents representing 81.00% were of the opinion that entrepreneurship opportunities can enhance economic development in Ede metropolis. Thus, 13 respondents representing 12.00% believed that entrepreneurship opportunities cannot enhance economic development in Ede metropolis while 7 respondents representing 7.00% did not respond.

The above is in line with Meyer and De-Jongh (2018) that states that entrepreneurship is an important contributor to economic development as it does not only generate jobs but increases spending in markets, knowledge transfer and innovation.

Also, in line with above, entrepreneurship plays a significant role in the economic development and standard of living of a nation and that motivating interface of the entrepreneurship and economic advance has essential inputs and deduce that certainly results in the growth of the economy and society (Awlaqi and Altheeb, 2019).

Table 4: Summary of Simple Linear Regression Analysis of entrepreneurship opportunities in the hospitality and tourism industry can significantly influence the economic development of Ede metropolis in the post COVID - 19 pandemic era.

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.884 ^a	.782	.780	.62830	.782	372.818	1	104	.000

a. Predictors: (Constant), Entrepreneurship Opportunities

Source: SPSS Output (2022)

The summary model provided the R and R² values. The R value represent simple correlation with 0.884 (R column) indicated a high degree of correlation. The R² value (R Square column) with 0.782 indicated how much variation in the dependent variable “Economic Development” was explained by the independent variable “Entrepreneurship Opportunities”.

Similarly, since P - value is 0.000 is less than 0.005; therefore, the researchers rejected H₀ and thus, accepted H₁. That is, entrepreneurship opportunities in the hospitality and tourism industry can significantly influence the economic development of Ede metropolis in the post COVID - 19 pandemic era.

Conclusion and Recommendations

From the study, it was discovered that the rational responses of respondents showed clearly the entrepreneurship plays a vital role in the economic development and thus bring significant changes in the economics of market. Findings revealed that entrepreneurship opportunities in the hospitality and tourism industry are essential tool that can enhance economic development of Ede metropolis in the post COVID – 19 pandemic era. Similarly, there is need for the speedy recovery and workable strategies through adequate awareness on the possible entrepreneurship opportunities in the hospitality and tourism industry. Hence, entrepreneurship opportunities in the hospitality and tourism industry in Ede metropolis in the post COVID – 19 pandemic era will be of great economic benefits with reference to holistic methodology in realizing the economic development and stability as embedded in the concept of entrepreneurship.

Based on the study, the researchers recommended the following:

- ✓ Adequate awareness campaign should be embarked upon through public and private partnership on possible entrepreneurship opportunities in the hospitality and tourism industry.
- ✓ Enabling business platforms should be provided by the government for conducive and sound investment such as availability of soft loans for interested young graduates of higher educational institutions.
- ✓ Private sectors (individual and group) should avail themselves the opportunities that are abound in the hospitality and tourism industry.

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