EXAMINING THE FACTORS AFFECTING CHOICE OF ACCOMMODATION WHILE ON HOLIDAY AMONG STAFF OF THE UNIVERSITIES IN ABIA STATE

EDEOGA, Georgina
Department of Industrial Relations and Personal Management
Michael Okpara University of Agriculture, Umudike
ONYEBU, Chinwe Monica
Department of Entreprenuerial Studies, Michael Okpara University of Agriculture, Umudike

Abstract

The study examines the factors affecting choice of hotel accommodation while on holiday by the working class in Universities in Abia State. Data for the research was generated using structured questionnaires. The data generated was analyzed using t-student test for the hypothesis. The result of the hypothesis shows that the P-value is less than 0.05 ($P<0.05$), and shows significant difference across all their responses. Therefore, the result reveal that most of the respondents embark on the leisure trip was for local conference and to visit friends and family. Furthermore most of the respondents agreed that their room rate is between an affordable rate of N5,000 – N10,000 but they are poorly serviced for that particular room because they are not satisfied with their product and services rendered for the room. Also most of the respondents embark on leisure trip due to their income rate, choose the hotel they lodged in because of the quietness of the environment and that most of the respondents traveled through the land and the most of the room services rendered in the hotel are very slow. We then recommend that hotels should consider the interest of their customers to build a conducive accommodation for working class that are on holidays.
Keywords: Choice of accommodation, holiday, working class, universities

Introduction

According to Talentryto (2014) the hotel industry is the sector of business that revolvesround providing accommodations for travelers. Success in this industry relies on catering a desirable atmosphere. Wiley (2008) the hotel is an establishment that provides lodging paid on a short term basis. Some hotels provides facilities such as bed and storage for clothing 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 pools, business centers, childcare, conference facilities and social function services.

According to Pearson (2011) Hotel industry is all forms of business relating to the provision of accommodation in lodging, food and drinks and various types of other services that are

interconnected, formed for the public service, both of which use the lodging facilities or who simply use the service or the production of the certain hotel.

According to Goodin (2005) holiday is a time spent away from business, work, domestic chores, and education. It also excludes time spent on necessary activities such as sleeping. John (2005) explained leisure as a time free from the demand of work or duty, when one can rest, enjoy hobbies or sports etc. Goodin (2005) explained that the distinction between leisure and unavoidable activities is not a rigidly defined one, e.g. people sometimes do not work oriented task for pleasure as well as a long term utility situation. International (1964) questionnaire section 12" maintains that free time is illusory and rarely free, economic and social forces appropriate free time from the individual and sell it back to them as the commodity known as leisure. Certainly most people's holiday activity is not a completely free choice, and may be constrained by social pressures.

Holiday is a day set aside by custom or law which normal activities, especially business or work are suspended or reduced. Generally holidays are indented to allow individuals to celebrate or commemorate an event, tradition, cultural or religion significance holiday may be designated by government, religions, institutions, or other groups or organizations Babara (2008). Leonder (2005) explained that class is a relatively status according to income, wealth, power and position. Thomos(2012) explained that working class is the class of people employed for wages, especially in manual or industrial work. Working class jobs include blue-collar jobs, but also include large amounts of white-collar and service worker. Marxist theory (2006) explained that working class includes all those who expand either mental or physical labor to produce economic value, or wealth in non-academic terms, for those who own the means of production, it includes knowledge workers and white-collar workers who work for salary. Houghton (2008) explains that working class consists of people who must work for someone else in other to make money with which to survive. These include factory workers, maintenance people, programmers, cooks, dishwashers, secretaries, fireman etc. According to Hoffrage(2009) choice involves mentally making decision. One can make choice between imagined options. Most people regard having choices as a good thing though a several limited or artificial choice can lead to discomfort with choosing an unsatisfactory outcome.

Accommodation is where you live or stay especially when you are on holiday or when you are staying somewhere for a short amount of time Schachar (2007)
University is an institution of higher education and research which grants academic degree in the variety of subjects which provides both undergraduate education and post graduate education Oxford University Press (2010).

In the highly competitive marketing environment in the hospitality industry, it is essential that companies understand consumer and their decision making as they seek to gain a competitive advantage Niininen*etal* (2006). Those hoteliers with a clear vision of consumer (guests) needs will survive and progress. Unfortunately, making research in hotels is still mainly limited to the analysis of guest data, based on the socia-demograhic and geographic data collected, while the guest is making the reservation upon registration, this simply cannot be sufficient in an attempt to better understand the guest's decision-making behavior Niinineen*etal* (2006). According to Foxall*et al* (2005) a generation of consumer, research has used the theories and techniques of social sciences, in order to understand consumer behavior, hotel choice behavior involves a decision-making process. Past studies investigated the most important choice criteria for the business and leisure segments. Consumer's

products and service preferences are constantly changing, in order to address this, constant state of flux create a proper marketing mix for a well-defined market. Marketing managers must have a thorough knowledge of consumer behavior,Foxall*etal* (2005).

Objectives of the Study
The main objective of this study is to identify the factors affecting choice of accommodation while on holiday by thestaff of universities in Abia state.
The specific objectives are to:
1. Examine the reason of the working class in the University that embark on a holiday trip?
2. Determine the class of hotel and cost of product and services used in hotel during their holiday trip.
3. Examine the location and distance of the hotel used by the working class in universities in the study area.

Hypothesis
1. $H0_1$ = There is no significant difference between the reason of the working class in the University that embark on a holiday trip?
2. $H0_2$ = There is no significant difference between the classes of hotel and cost of product and services used in hotel during their trip.
3. $H0_4$ =There is no significant difference between the location and distance of the hotel used by the working class in the universities in Abia state.

METHODOLOGY
The study adopted a sample survey method with the use of questionnaire to obtain information from the working class in the universities in Abia state. Sample survey method of data collection is one which only part of the population is selected for investigation (Wikipedia 2011).The research was carried out within universities in Abia state. Which were Abia state university Uturu, Michael Okpara University of Agriculture Umudike, and Gregory University uturu (private). Abia state is located in the southeastern region of Nigeria, Abia state lies approximately latitude 40 and 14north and 7A 10 and 8A east the state share a common boundaries to the north with Eboyi state, and to the south and southwest with rivers state, and to the south and southwest with cross river and Akwalbom state respectively. To the west is Imo state and to the northwest is Anambra state. The state covers an area of about 5, 2437sq km which is approximately 5.8 percent of the total land area of Nigeria with its capital as Umuahia.The sample size for the study was 378 (three hundred and seventy eight). For each University different number of questionnaire administered to each of the working class, working there. 158 Questionnaire were administered to the working class in Abia state University Uturu, 139 Questionnaire were administered to the working class in Michael Okpara University of Agriculture Umudike, and 83 Questionnaires were administered to the working class in Gregory University Uturu (private) respondent, which makes it a total number of three hundred and seventy eight (378) questionnaire given to the respondents under the area of study.

Data Analysis Techniques
The use of t-student statistical tool to start the null hypothesis at a significant level of 5%. The t-test result through the t-calculated helps to judge the overall significant effect if t-calculated is greater than t-tabulated (t-cal>t-tab), reject the null hypothesis (H0) and accept the alternative hypothesis (H1).

Results
Hypothesis One:
H0: There is no significant difference between the reasons of the working class in the University that embark on a holiday trip?
H1: There is significant difference between the reasons of the working class in the University that embark on a holiday trip?

Table 1: **T-test analysis of the reason for embarking on the holiday trip for hypothesis one**

Reason for embarking on the leisure	N	Mean	Std. Deviation	t-cal	t-tab
Which of the following trips do you embark on	376	2.3138	0.98923	45.355	0.000
How many do you embark on such trip	376	1.9894	0.97701	39.483	0.000
what motivated you to embark on this trip	376	2.0399	1.11044	35.621	0.000

The table 1 shows the t-test analysis of the reason for embarking on the leisure trip, since the t-cal> t-tab, shows that the response of the respondents across all the items shows significant difference (P<0.05). Therefore, we reject the hull hypothesis that said there is no significant difference and accept the alternate hypothesis of no difference.
We can then conclude that there is significant difference between the reasons of the working class in the University that embark on a holiday trip.

Hypothesis Two
H0: There is no significant difference between the classes of hotel and cost of product and services used in hotel during their trip.
H1: There is significant difference between the classes of hotel and cost of product and services used in hotel during their trip.
Table 2: T-test analysis of the class and cost of product and service used in the hotel during the holiday trip.

Class and cost of product and service of the hotel	Mean	Std. Deviation	t-cal	t-tab
What range of accommodation does the hotel you lodged in have	1.6410	1.06148	29.976	0.000
How did you get to know about the hotel	1.7367	.93657	35.957	0.000
How did you make your reservation	1.6995	0.75373	43.721	0.000
Which of the following were among the facilities you used in the hotel	1.7580	0.87480	38.967	0.000
How was their product and services	1.8085	0.85512	41.010	0.000
What is their room rate	1.6277	0.87616	36.022	0.000

How satisfied was their product and services	2.1755	0.98849	42.676	0.000

The table 2 shows the t-test analysis of the class and cost of product and services used in hotel during their trip, since the t-cal> t-tab, shows that the response of the respondents across all the items shows significant difference (P<0.05). Therefore, we reject the hull hypothesis that said there is no significant difference and accept the alternate hypothesis of no difference. We can then conclude that there is significant difference between the classes of hotel and cost of product and services used in hotel during their trip.

Hypothesis three:
H0:   There is no significant difference between the locations and distance of the hotel used by the working class in the universities?
H1:   There is significant difference between the locations and distance of the hotel used by the working class in the universities?

Table 3: t-test analysis of locations and distance of the hotel for hypothesis four

Locations and distance	N	Mean	SD	t-cal	t-tab
What is the condition that relate to the quality of your leisure trip	376	2.5293	0.89693	54.680	0.000
why did you choose the location of the hotel	376	1.9202	0.76176	48.879	0.000

The table 3shows the t-test analysis of the locations and distance of the hotel during the leisure trip, since the t-cal> t-tab, shows that the response of the respondents across all the items shows significant difference (P<0.05). Therefore, we reject the hull hypothesis that said there is no significant difference and accept the alternate hypothesis of no difference.
We can then conclude that there is significant difference between the locations and distance of the hotel used by the working class in the universities

Conclusion
The overall results suggest that the working class placed importance on 'Cleanliness of hotel' and 'Friendly services of hotel staff' as well as 'facilities, product and services' during hotel selection.   Besides these characteristics, facilities such as swimming pool, gym house, a business center and Social function service also   emerged   as   an   importance   aspect   of what the work class considered to choosing a place of preferences.   Although   these results may   not   seem   surprising,   they   reinforce   the   notion   which   suggests   that   working class prefer   staying   at   hotels   that   provide   quality   services   and   attributes   where the guests' comfort and safety were of top priority. Hoteliers would do well in understanding these   preferences   of   the working class by reviewing the result of hotel attributes analysis presented in this chapter four.

The results presented within the chapter four should impress upon the hoteliers that the travellers   prefer   staying   at   hotels   that   provided   quality   services   and   in-room amenities without   compromising the comfort and safety of guests. Accordingly, the results of this study would enable hoteliers to know how working class travellers perceive the quality of hotel services and facilities and to help them in formulating appropriate marketing strategies to attract thesetravelers in a more effective way as well as in retaining existing

customers. At the same time, by understanding the preferences of the working class travelers, hoteliers would be able to achieve a competitive advantage and stand out among competitors, which in turn will lead to an   increased business and commercial performance.

Although this study was carried out among the working class of Universities in Abia state, this can also be a good medium to any hotels to learn from these findings and suggestions, as the factors that comprise both hotel and in-room characteristics are universal among   hotels throughout the world. The work from this study will hopefully bring some inspiration as well   as insight for hoteliers to understand and satisfy the ever growing number of working class guests. Knowing how travelers perceive the quality of services and facilities would enable hoteliers to achieve a competitive advantage, stand out among competitors, enhance brand image, increase business performance, retain existing customers and attract new ones.

Recommendation
Base on the findings, the following recommendations, were made,
1   Customization also comes into the picture, by providing budget or free and easy packages to the different   segment   group such as families, couples and individuals.
2   Now, almost every travel agency are providing a one-stop service making it convenient for customers to book their tickets online, purchase travel insurance and get their car rental services all at one point of transaction.
3   In recent years, society has placed greater emphasis   on customer service.   With the vision of leisure trip being the Preferred Choice, it naturally makes customer service its focal point. Hence, it is important to connect and engage with the customers, gradually creating a sense of belonging and trust towards Holidays.

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