

SUSTAINABLE URBANIZATION: THE ROLE OF HOSPITALITY INDUSTRY IN CITY DEVELOPMENT

OKUNOLA ADAFIN .A. OLAIYA AND BELLO HAUWA KULU

Department of Hospitality Management, School of Applied and Natural Sciences, The Federal Polytechnic, P.M.B 55, Bida, Niger State, Nigeria.

ABSTRACT

While large cities have always attracted visitors from outside, the concept of cities regarding the hospitality industry as potential importance and encouraging its growth is a recent phenomenon. The demand for travel to cities has greatly increased over the last few decades. While many travel for business or convention purposes, others are traveling on leisure time to learn about other cultures, to develop their specific interests, and to seek entertainment. Sustainable urbanization means to move on along with human-environment basis, and it includes all economic, social and environmental aspects. Today, the hospitality industry is a growing industry which plays an important role in sustainable urban development. It is a well-known fact that the hospitality industry is a sector that can contribute to the urbanization of a region. This study aims to assess the role

Introduction:

Urbanization as a spatial concept could be defined as a change in land use and densities to meet the needs of residents in housing, transport, leisure and food, and so on (Kim, 2002). Such development will be sustainable if, over time, a city become habitable in terms of urban environment (clean air, clean water, clean land and surface water and groundwater), economically sustainable (urban economy should be in line with technical and industrial changes in order to save fundamental careers and provide an affordable housing to its residents with a fair tax per capita) and socially integrated (land use patterns be coherent with

of the hospitality industry in city development. This paper is an applied research and the method used in this paper is descriptive-survey. For this purpose, Bida a city and local government in Niger State, northwestern Nigeria was selected. The population consists of citizens, players in the hospitality industry and urban management experts of Bida Town. A total of 300 questionnaires were completed, and the descriptive statistics and t-test were used to analyze the data. The main indicators of sustainable urbanization, including social sustainability, environmental sustainability, architectural (physical) sustainability and economic sustainability were surveyed. The findings suggest that the development of the hospitality industry has the most positive impact on the economic sustainability index, and the lowest impact on environmental sustainability. Results of the surveys on the economic sustainability index showed that the hospitality industry has been effective in terms of city development with increased investment and improved per capita income. In the end, some suggestions for sustainable urban development in studied areas are offered.

Keywords: *Hospitality industry, sustainable urban development, city development.*

Social and citizenship sense so one can earn a fair income, provide an adequate shelter, and dedicate one's effort to protect the city). For building a strong city economy and livable city, efforts should be done to maintain social groups, and one should provide new forms of city management and its control to maintain social unity and cohesion (Gholam, 2013).

The concept of sustainable urbanization is centered on the human-environment considerations, and is focused on expanding economic opportunities in regard to environmental considerations. Sustainable urbanization arose after the problems of economic development, where extensive development led to class differences and numerous environmental problems, and the development valued social and

environmental dimensions less than economic (Willis, 2006). In 1980s, the concept of sustainable urbanization was introduced with the understanding that the continuation of economic growth without limitation is followed by adverse environmental and social impacts. And this issue challenged patterns of growth and development until then (Varol, Ercoskun and Gurer. 2010).

THE HOSPITALITY INDUSTRY

The hospitality industry can be categorized under the service industry and refers to the provision of lodging services, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The world over, hospitality industry has provided high yields in returns to investors, being an important part of development and economic emergence and attractiveness. In recent years the term 'hospitality has become increasingly popular as an all embracing nomenclature for a larger grouping of organization including hotels.

As a collective term the hospitality industry' can be taken to include hotels, motels, guesthouses, bed and breakfast; farm houses; holiday parks, restaurants, fast food outlets, cafes, department store catering' public houses, clubs, industrial catering, institutional catering and the related area of tourism and leisure (Blomme, Rheede and Tromp, 2009).

According to Blomme et al. (2009), the stouter of the industry are:

- Commercial
- Accommodation Meals
- License trade and Tourism and travel
- Industrial and public services Hospitals and residential Homes

The division of the industry:-

- The hotel sector (hotels, restaurants, pubs and clubs)
- Industrial catering

- Institutional catering and domestic services and
- Fast foods.

Although there are some comment factors among the different divisions, and some movement of staff from one division to another the hospitality industry comprises separate and distinct sectors. The hotel sector is usually different businesses and each is worthy of separate study.

CITY DEVELOPMENT STRATEGY

A city development can be described as a strategic planning approach for cities that guides the response to contemporary urban challenges (Rasoolimanesh, Jaafar, and Badarulzaman, 2014). This strategy is a participatory approach in which local stakeholders are involved with: (a) identifying a vision for their city based on an analysis of the city's various perspectives; and (b) implementing the shared vision for their city through partnership-based approaches (Zhang, 2013). City development as a strategy for urbanization emphasizes strategic formulation, implementation, and evaluation (Partidario et al., 2008). It is a dynamic and flexible process for finding opportunities in urban challenges and development (Asian Development Bank, 2004).

Over the past four decades, cities around the world have had to face a number of economic, social, and environmental challenges, such as rapid population growth and social-spatial changes. These factors have had a significant impact on urban areas in the developing countries (Watson, 2009).

Presently, around 54% of the world's population lives in cities, with this estimate expected to rise to 66% by 2050 (United Nations, 2014). With the pace of urbanization in developing countries outstripping the developed countries (United Nations, 2014), such changes have significant economic, social, and environmental implications, resulting in economic uncertainties and increased competition in attracting foreign investment (Keivani, 2010). Moreover, the rapid urbanization of the developing countries has significant implications for the relationship between a nation's citizens, the private sector, civil society, and the government; thus raising concerns about democracy, decentralization, and governance

(Innes and Booher, 2010). Other issues, such as climate change and energy consumption, also influence urbanization (Beatley, 2012). In short, cities around the world are faced with the consequences of globalization, the decentralization of governmental responsibilities, and rapid population growth (Watson, 2009). Responding to these challenges, local governments need to balance the promotion of urban economic competitiveness with having to deal with the seemingly inevitable social problems caused by globalization, including urban poverty, unemployment, and rapid population growth (Watson, 2009). Nevertheless, their efforts are often stonewalled by a lack of finances and various restrictions imposed on local governments (Beall, 2002). City development is therefore a strategic participatory and collaborative process that originated in the private sector in response to the shortcomings of conventional planning approaches (Poister and Strieb, 2005).

Today, the hospitality industry as one of the top industries is rapidly growing and developing. As sustainable urbanization is referred as a steady stream of economic, socio-cultural changes to increase the level of environmental well-being of the community, that seeks unity in economic, social-cultural and environmental issues in a sustainable way, hospitality and tourism development can be regarded sustainable if it provides sustainability of natural resources and environment for future generations. In fact, sustainable hospitality and tourism could continue in an environment indefinitely, to the extent in which leads to development of other activities and social processes (Willis, 2006).

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The relationship between hospitality industry and sustainable urbanization is based on a conceptual model. This model is formed by combining three dimensions of development including society, economy

and environment. Since the purpose of combining these dimensions with each other is to achieve sustainable urbanization, it is necessary to specify balance and sustainability in each of the three main dimensions. People should be satisfied with the living in the community and the concept of civil rights and equality should be embodied in the community while people have wide participation in their affairs. Good economy also means at least a percentage of general economic revenues be present in society, in which has fundamental ability to deal with basic and everyday needs of residents. Habitable environment also shows the balance and quality of local indicators, such as air, water, soil etc. and highlights the relation between human and nature, and focuses on sustainability and environment's capacity (Choi, 2003).

The location in which the paper focused on is Bida Metropolis. Bida is an ancient city and local government in Niger State, northwestern Nigeria. Bida has a population of around 300,000 and is the traditional headquarters of the Nupe Kingdom which is led by Etsu Yahaya Abubakar. The city is known for its production of glass and brassware and is considered as one of the top tourist destinations in Nigeria. The city is about 90km south-west of Minna, the state capital, and about 65km away from another major city Lapai. Bida is a melting point of cultures and it is not uncommon to find people of the Yoruba, Hausa, Igbo and other major tribes residing in the city.

Nigeria cannot be left out in this strive towards sustainable urbanization as its hospitality industry has shown tremendous strength in the aspect of human resources and city development and also recognizing the fact that the dependence of the country's economy is gradually shifting from the oil sector to the hospitality and tourism sector (Dieke, 2003; Osuchukwu and Osuchukwu, 2011). Bida city has also experienced a boost in sustainable urbanization through the rapid increase in the number of hospitality outlets in the city.

In recent times, the City have observed a great increase in the number of hospitality outlets and all these has been observed to have an over-bearing influence on the social, economic, cultural and aesthetic development and

transformation of the city. However, there is a dearth and unavailability of information on the subject matter due to the fact that there are no published literatures on the inventory and standard of the hospitality industry in Bida city. Considering the incessant increase in the state of unemployment in the country, it is worthy of note that the hospitality and tourism industry in Nigeria has experienced a steady increase in the rate of tourists' arrivals and tourism activities within the country but it is imperative to also note that lack of Government and private investors interest can be said to be the greatest challenge of the industry that have slowed the development of the industry in the country and Bida in particular. Despite many benefits that can be considered for the hospitality industry, hospitality and tourism development can have devastating impact on the economic, environmental and social sections if proper planning be neglected. It is in this regards that this paper seek to investigate the role of the hospitality industry in the development of Bida city, 2 discusses the methodology, and in section 3, the main findings of the research. Finally, in Section 4 results conclusion and suggestions are provided

THE ROLE OF HOSPITALITY INDUSTRY IN CITY DEVELOPMENT

Historical issues play a significant part in contemporary issues concerning the hospitality industry. In the west and most especially Africa, the hospitality industry has experienced its most dramatic social and economic changes associated with economic growth. A shift in focus from agriculture to hospitality and tourism sector has led to massive land transformations throughout Africa in order to accommodate this growing industry (Kirkpatrick, 2001). The construction of hotels and recreational facilities has often been in direct conflict with the interests of many local residents who are wary of change and the effects it will have on their livelihood. Many wish to preserve their culture and lifestyle which they see as threatened by development projects and population growth. Despite this concern, the African economy has become increasingly dependent on tourism and resort development over the years. It is

interesting to note that many of the major proponents of tourism are the wealthy descendants of missionaries who are attempting to convert their agricultural lands into more profitable hotels and recreational facilities. Since 1960, the income generated from hospitality and tourism has increased well over 2,000% and the trajectory of growth is projected to steadily increase. The people most impacted by these economic and environmental changes are the indigenous people of the city or community. These changes have profound effects upon the behavior and practices of people who in turn depend on it for sustenance and inherently lead to changes from traditional lifestyles and attitudes to modern trends (Kirkpatrick, 2001).

Steadily over the years, premier hotels as well as other hospitality outlets have acquired rights to develop along some local community with scenic and pristine coastlines. These developments have cumulatively increased the rate of tourist visiting such areas leading to urban development and growth which has made the economy of such local population dependent on the hospitality sector therefore transcending it to an urban area. This leaves the community extremely culpable to city developmental forces and with an economy increasingly characterized by increasing job opportunities. Noting different kinds of sectors in the hospitality industry, Connelly (2007) states some prominences of this industry especially about city development in the following:

Infrastructure Development and Increases in Investment Opportunities

The hospitality industry necessities help in creation of infrastructure utilities and amenities, which are not only used by the visitors but become valuable to the local population as well. The importance of hospitality industry in city development can be appreciated with reference to its contribution in infrastructure development. Guests/Tourist arrivals in a city increase effective demand for infrastructure facilities. This in turn instigates the government to encourage the private sector to put up infrastructure to that effect. An attempt will then be put in place to develop infrastructure in a planned manner so as to avoid congestion,

overcrowding in the city thereby leading to the urbanization of the locality. That is where the role of hospitality industry comes into play in city development. These inputs are the basic incentives to the traders for the expansion of their business or for launching new products in this segment.

Presenting occupation and income for hosts community

Another major direct role of the hospitality industry to city development relates to employment. The unemployment impact of the hospitality industry is diffused widely over the economy affecting almost all parts of the services and other sectors.

The hospitality and tourism industry is highly labor intensive service industry and hence, it is a valuable source of employment. It provides employment several times more than normal manufacturing industries. Several type of hospitality firms such as hotels, motels, restaurants, transport agencies, travel agents, tour operators, gift shops, car and rickshaw drivers, guide etc. flourish from this sector.

It employs large number of people and provides a wide range of jobs, which are intended from unskilled to highly specialized one. Then, there are other supporting industries, small and large, which in turn, cater to the needs of the hospitality industry directly, or indirectly providing and supplying the requirement of the guests/tourists. The following list ranks various businesses, with the highest employer at the top:

- Food service
- Entertainment
- Accommodation
- Automobile transportations
- Public transportations
- Travel arrangers

Increasing income taxes from economical activities relating to the hospitality industry

One of the important features of the hospitality industry is that an income earned in places of residence is spent in places "visited". The hospitality

industry is an instrument in transferring a vast sum of money from "income generating" cities to "income receiving" cities. The money spent by guests of any hospitality outlet does tend to percolate through many levels.

The hospitality industry as a source of income is not easy to measure at least with any degree of accuracy. However, the most common method for estimating the income generated from this industry is to determine the "multiplier effect" in a destination. The flow of money generated by tourists by tourist spending, multiples, as it passes through various segments of the economy. A guest/tourist makes an initial expenditure into the society, which is received as income by local tour operators, shopkeepers, hotels, taxi drivers etc.

Thus, money spent by visitors/guests/tourists generates income in multiple times than the original spending. This is called "multiplier effect". The hospitality industry; particularly international lodging/travels/tourism helps the economy of any city with a number of multiple of the guest/tourist's original dollar. The multiplier effect of tourism can be measured by the following aspects:

- i. Sales multiplier
- ii. Output multiplier
- iii. Income multiplier
- iv. Employment multiplier.

Offering Regional balance

Balanced regional development is an important factor for optimum, smooth and overall development of any city or town. The hospitality industry can develop particular city in any district of a country. As a matter of fact the hospitality industry can help in the development of various cities of country including the surrounding towns and markets.

Revoluting economical activities

The major benefit of the hospitality industry for any location is economic as it provides an opportunity for job creation and generation

of revenue at international, national, regional and local levels. The hospitality industry can also benefit economies at urban and local levels, as money comes into urban and rural areas which in turn stimulates new business enterprises and promotes a more positive image in any city.

Preventing local people from immigrating

Due to numerous economic benefits of the hospitality industry and its potential growth in terms of city development it helps in the increase of standard of living of the people by offering new and better jobs, which in terms helps them to improve the quality of life and their families thus preventing the indigenous people from immigrating to other regions or places.

Relational level increase, social cooperation and Orienting with different cultures

The hospitality industry may have many different effects on the social and cultural aspects of life in a particular region or area, depending on the cultural and religious strengths of that region. The interaction between tourists and the host community can be one of the factors that may affect a community as tourists may not be sensitive to local customs, traditions and standards. The effect can be positive or negative on the host community.

Local communities can mix with people from diverse backgrounds with different lifestyles which through 'demonstration effect' may lead to the development of improved lifestyles and practices from the guests/tourists' examples;

There can be an improvement in local life through better local facilities and- infrastructure (developed to sustain the hospitality industry) which could lead to better education, health care, employment opportunities and income;

More cultural and social events available for local people such as entertainment, - exhibitions etc.

Improved sports and leisure facilities created for the guests/tourists which local people may use;

Conservation of the local cultural heritage of an area and rebirth of its crafts, architectural traditions and ancestral heritage;

Urban areas which may be in decline can be revived and the movement of people from rural areas to urban areas for employment may be reversed as jobs will be available in the hospitality industry;

Environmental Impacts

The Hospitality industry tends to change the complexion of a community as outsiders in search of work, gravitate to them in droves. An attractive environment appeals to visitors/tourists, whether natural or built, and the development of the hospitality and tourism industry in a locality will relate to the surrounding area. The term 'environment' refers to the physical setting in which the hospitality sector takes place - this could be coastal resorts, historic cities, mountain ranges, picturesque villages, sites of cultural interest including museums and national monuments - and which provides the stimulus for travel.

The hospitality industry itself will affect the environment in both positive and negative ways. The following lists summarize these effects:

Increased investment in the area (may improve facilities, access and enable- development);

Conservation of features encouraged (buildings, wildlife, countryside); Increased income for upkeep and preservation of facilities.

There are pressure groups that campaign to preserve the environment and try to prevent overdevelopment, such as Friends of the Earth and Tourism Concern. Government departments in many countries aim to achieve

sensitive hospitality and tourism development that is respectful of local environments and customs. The more involved a local community is with the development of hospitality and tourism in an area, the less damaging the impact may be on that area. However, the local community may see the benefits of the hospitality industry's development without being fully aware of the negative effects or costs to the community. Or they may focus on the threats to the environment without seeing the positive aspects.

RESEARCH METHODOLOGY

This paper is an applied research and the method used in this paper is descriptive-survey. The location in which the paper focused on is the city of Bida; a city and local government in Niger State, northwestern Nigeria. Indicators for sustainable urban development are taken from studies by Hataminezhad and Sharifi (2015). Four main indicators of sustainable urban development, including social sustainability, environmental sustainability, architectural (physical) sustainability, economic sustainability, were surveyed. The population consisted of all citizens, stakeholders in the hospitality and tourism industry and urban management experts of Bida and environs.

Primary and secondary sources of information were employed to elicit data for this study. The Primary source involved the use of questionnaire survey with open ended questions which were administered to managers and workers in the various hospitality outlets within the city, urban management experts from the Regional and Urban Development Department of Bida town and also to purposively selected residents, mainly those engaged in economic activities and businesses within the city to elicit information on the role of the hospitality industry in city development.

A total of 300 questionnaires were duly completed and returned by the respondents. A participatory research method was held with the management of hotels and other hospitality outlets in the city and management staffs of the State Ministry of Hospitality and Tourism to help

elicit information on the role of the hospitality industry to the city development.

The secondary source of information involved the use of available information in the State Ministry of hospitality and Tourism development, the urban and regional department of the town to elicit information concerning the trends in hospitality industry development and its role in sustainable urbanization of the city; and the State internal revenue office to help the researcher elicit information on the origin of the hospitality industry in the city as well as date of establishment of hotels, taxation rate by government and the total annual tax generated by the State from the hotels and other hospitality outlets.

Cochran formula was used to determine the sample size. 300 respondents were determined. Random sampling method was used in this paper. The population is divided into two parts of citizens and experts, and then each group randomly filled out the questionnaires.

Five point Likert scale is used in the questionnaire. Given that in this study the role of the hospitality and tourism industry on sustainable urbanization indicators are assessed, in this scale one represents a weak influence and five represents high influence. In order to ensure the validity of the questionnaire, comments of professionals, advisors and experts in this field and the necessary amendments were considered. Cronbach's alpha is the most widely used method for calculating the reliability of questionnaire. In this study, Cronbach's alpha coefficient for different parts of the questionnaire is determined in Table 1.

Table 1. Cronbach's alpha coefficient of the questionnaire

Row	Indicator	Cronbach's alpha
1	Social sustainability	0/11
2	Environmental sustainability	0/97
3	Architectural (physical) sustainability	0/12
4	Economic sustainability	0/13

Source: research findings

It can be said that the research questionnaires are reliable. To analyze the data, descriptive statistics and t-test were used. Data analysis tool was SPSS software.

RESEARCH FINDINGS

In this section we report the research results; as descriptive analysis of the respondents' characteristics and then urban sustainable development indicators are analyzed. In this study, 300 questionnaires from citizens and urban management experts from Bida and environs were filled out. The average age of respondents was 30 and the minimum was 23 and the maximum was 60. 10 percent of respondents had diploma, 20 percent associate degree, 60 percent bachelor's, 10 percent master's and higher. In terms of gender, 230 of the respondents were male and 70 were female. 60% of respondents were residents and 40% were experts.

In Table 2, the Likert average along with the results of t-test for social sustainability index is presented. The results indicate that five items related to social sustainability were assessed. Surveys in the city suggest that the hospitality and tourism industry play the great role on the city development in terms of social relations between citizens with an average of 4/5 and social cooperation and increase in residents' unit for local inhabitants with an average of 4/3. Other items also include availability of cultural and social events for local inhabitants with an average of 3/9, improved sports and leisure facilities with an average of 4/2, and conservation of the local cultural heritage/local exhibitions with an average of 4. In general, social sustainability index gained a high average. T-test results also show that variable of social cooperation/increase of citizens' unity is not meaningful, and in other words, the hospitality and tourism industry has no significant impact on increasing the unity and solidarity of citizens. Other items are statistically significant.

Table 2: Results of Likert scale and t test for social sustainability index

Row	Items	Average	T	Sig.
1	Development of social relations	4/5	12/41	0/00
2	Social cooperation/Increase in residents' unity	4/3	1/15	0/00

3	Availability of cultural and social events for local inhabitants	3/9	4/81	0/00
4	Improved sports and leisure facilities	4/2	7/52	0/00
5	Conservation of the local cultural heritage /Local exhibitions	4/00	6/33	0/00
	Total	4/00		

Source: Research Findings

In Table 3, the Likert average along with the results of t-test for environmental sustainability index is presented. The results indicate that six items related to environmental sustainability were assessed. Surveys suggest that the hospitality and tourism industry in terms of city development has the greatest impact on improving sewage disposal with an average of 3/4 and refuse disposal with an average of 3/5. Other items of environmental sustainability in order of effectiveness include water saving with an average of 3/3. The lowest impact was reduction in water resources pollution with an average of 2/9, reduction of soil erosion with an average of 2/4 and reduction in air pollution with an average of 2/2. In general, environmental sustainability index has gained a poor average, which shows that hospitality and tourism industry has no significant positive impact on the environmental development of the city. T-test results also show that variables of reduction in air pollution and water pollution are not statistically significant

Table 3: Results of Likert scale and t test for environmental sustainability index

Row	Items	Average	T	Sig.
1	Reduction of water pollution	2/9	1/41	0/00
2	Reduction of air pollution	2/2	1/22	0/00
3	Reduction of soil erosion	2/4	1/83	0/00
4	Water savings	3/3	8/68	0/00
5	Improving refuse disposal	3/5	7/13	0/00

6	Improving sewage disposal	3/4	5/32	0/00
	Total	2/98		

Source: research findings

In Table 4, the Likert average along with the results of t-test for (physical) architectural sustainability index is presented. The results indicate that five items related to architectural sustainability were assessed. Surveys suggest that the hospitality industry has the greatest role in development of urban architecture with an average of 4/8, and development of recreational facilities with an average of 4/4. Other items include development of green space with an average of 3/4, repairing streets and public places with an average of 4/2, and urban lighting system with an average of 3/9. Index average also shows that hospitality and tourism industry has considerable positive effect on the development of cities' architecture. T-test results also show that all the items are significant.

Table 4: Results of Likert scale and t test for physical (architectural) sustainability index

Row	Items	Average	T	Sig.
1	Development of urban architecture	4/8	11/87	0/00
2	Urban lightning	3/9	10/21	0/00
3	Development of green space	3/4	8/61	0/00
4	Development of recreational facilities	4/4	4/95	0/00
5	Repairing of streets and public places	4/2	6/77	0/00
	Total	4/18		

Source: research findings

In Table 5, the Likert average along with the results of t-test for economic sustainability index is presented. The results indicate that six

items related to economic sustainability were assessed. Surveys suggest that the hospitality and tourism industry has the greatest impact on increased investment with an average of 4/8. Other items are improvement of per capita income with an average of 4/7, employment with an average of 4/6, increased savings with an average of 4/6 and promote job satisfaction with an average of 4/1. The lowest Likert point is related to hope for job future with an average of 3/9. Index average also shows that hospitality industry play considerable positive role on economic development in terms of city development. T-test results also show that all the items are significant.

Table 5: Results of Likert scale and t test for economic sustainability index

Row	Items	Average	T	Sig.
1	Employment	4/6	7/51	0/00
2	Promote job satisfaction	4/1	6/28	0/00
3	Hope for job future	3/9	4/15	0/00
4	Improvement of per capita income	4/7	7/21	0/00
5	Increased savings	4/6	3/77	0/00
6	Increased investment	4/8	4/24	0/00
	Total	4/48		

Source: research findings

In the following, radar chart is used for comparing the indices of sustainable urban development. In this diagram, both experimental and theoretical averages are compared. Experimental average is calculated by using the data obtained from the study. And the theoretical average is considered for all indicators. As it is clear from the graph, apart from the environmental sustainability index (experimental average of 2/98), other indicators have higher experimental average than theoretical average. Highest ranking is related to economic sustainability index with an average of 4/48 and communication-transportation index with an average of 4/26.

Discussion and conclusion

This study aims to investigate the role of the hospitality and tourism industry in achieving sustainable urbanization. For this purpose, Bida city and local government in Niger State, northwestern Nigeria was selected. The population consisted of all citizens, players in the hospitality industry and urban management experts. Four main indicators of sustainable urbanization, including social sustainability, environmental sustainability, architectural (physical) sustainability and economic sustainability were surveyed. In summing up the main results of the study it can be concluded that in social sustainability index, the expansion of social relationships among citizens and Social cooperation/Increase in residents' unity have gained the highest rating. In environmental sustainability, Improving refuse disposal and sewage disposal gained the highest rating. In architectural sustainability index,

Development of urban architecture and Development of recreational facilities. Economic sustainability was the last index in which the development of hospitality industry has the greatest impact on increased investment and improving income per capita. Overall assessment indicators of sustainable urban development in Bida city suggest that the hospitality industry had the greatest impact in terms of economy in sustainable urbanization. Other indicators are architecture (physical) and social sustainability. It is noteworthy that the index of environmental sustainability has earned the lowest rating in terms of urban development, which shows that the hospitality industry could not help to improve the environmental condition and as such, suggestions are provided. Given that the hospitality industry has a positive impact on investment and income in terms of city development in the region, and led to improvements in architectural (physical) structure in Bida city, we suggest that the growth in this industry is needed by appropriate planning and developments of facilities and infrastructures. Also authorities of Bida city need to pay more attention to environmental issues. Weakness of environmental sustainability index in the long term causes damage to the hospitality industry and other sustainable developments indicators. Environmental

policies can be an effective method to improve the environmental conditions and natural resources of the region. For many developing city, the hospitality industry is one of fundamental pillars of their development process because it is one of the dominant activities in the economy, while for others, it is the only source of employment, and therefore constitutes the platform for sustainable urbanization. Therefore, planners in the urban development industry as well as hospitality industry must realize that 'the environment' are inextricably linked with the economy and the society when it comes to city development it is therefore like a spider's web-touch, one part of it and reverberations will be felt throughout.

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