PROMOTING HOSPITALITY AND TOURISM THROUGH LIBRARY AND INFORMATION SERVICES IN THE 21ST CENTURY

Adeniji Paulina Olufunke (PhD)
Senior Lecturer, Redeemer's University

Adeniran Pauline Oghenekaro (PhD)
Principal Librarian

ABSTRACT: *This paper focused on the promotion of hospitality and tourism activities through provision of library services. Information as a resource is valuable for businesses and individuals alike as we rely on good information to complete daily activities. Libraries are means of access to information, ideas and works of imagination. Library and information services are key actors in providing unhindered access to essential resources for hospitality and tourism advancement. The paper highlights essential library and information services to promote hospitality and tourism industries. The services in this category through the library that are expected to be useful in the hospitality industry include: provision of guides in form of maps, directories, biographies, etc, referral services (providing answers to client''s questions), entertainment (recreational facilities like provision of traditional games, toys, etc). The services highlighted are expected to be potentials for hospitality and tourism development in the 21st century*

KEYWORDS: hospitality, tourism, libraries, information service, information use

INTRODUCTION

The terms hospitality and tourism are grouped as a single industry. Zeglen (2018) defined hospitality as a connection or a mutual relationship between a guest and a host, where the host receives the guest with a friendly attitude, including the acceptance and entertaining of guests, visitors, or strangers. Zeglen went further to explain that hospitality today is not about protecting and accommodating strangers; it is more about entertaining the guest and rendering proper customer service. Some defines hospitality as "the business of helping people to feel welcome and relaxed and to enjoy themselves" (Discover Hospitality, 2015, p. 3). Simply put, the hospitality industry is the combination of the accommodation and food and beverage groupings, collectively making up the largest segment of the industry.

Hospitality is the relationship between a guest and a host, wherein the host receives the guest with goodwill, including the reception and entertainment of guests, visitors or strangers. Hospitality today is rarely a matter of protection and survival and is more associated with etiquette and entertainment (Slattery, 2002) Hospitality is an economic activity which organizes, provides and meets the needs of guests for overnight stays, and enjoy good accommodation, food and drinks or beverages (Bunja, 2003).

Zeglen (2018) defined hospitality as a connection or a mutual relationship between a guest and a host, where the host receives the guest with a friendly attitude, including the acceptance and entertaining of guests, visitors, or strangers. Zeglen went further to explain that hospitality today is not about protecting and accommodating strangers; it is more about entertaining the guest and rendering proper customer service. Furthermore, it entails respecting the guests, providing for all their needs, and treating them as equals. Cultures and subcultures differ in the extent to which one is presumed to show hospitality to strangers. Whether or not it is one's personal friends or members of one's circle (Zeglen, 2018).

The hospitality industry is known to be one of the fastest and most competitive industries in recent years. It is the largest employer of labour as it employs both skilled and semi-skilled and under-skilled. The important detail of each organisation either manufacturing or service providing affiliations requires an essential pulling of human, material and cash related resources for reaching the desired legitimate goals. On the other hand, without the support of human resources, another destructive resource cannot be well planned for the realisation of the craved objective. Since training and development incorporate all endeavours to build profitability by expanding an employee's capacity to perform better, its importance need not be disparaged as an expense of training workers is a venture to the organisation (Anyawu et al., 2010).

Higher-income, increase leisure and highly enhanced mobility will enable more people to partake in Tourism. Also, improvements in transportation, the proliferation of accommodation and the growth of inclusive tours and other forms of relatively cheap vacation travel have further extended the opportunity to travel for leisure and pleasure. Tourism is no longer the prerogative of few but is an accepted and accustomed even expected part of lifestyles of a large and growing number of people (Iran, 2003).

The hospitality industry is aimed at providing accommodation and other services to people (Nwachukwu, 2010). According to the Bureau of Labor Statistics (2018), hospitality is a service-based super sector that provides recreational activities and offers accommodations to a large volume of patrons. The industry is made of companies within the foodservice, accommodations, recreation and entertainment sectors. The hospitality industry can be empirically divided into two parts: entertainment areas like clubs and bars, and lodging. The shelter takes the form of public houses, resorts, inn, compounds, hotels, hostels, serviced apartments, and motels. The clubs and bars category include restaurants, fast foods, and night clubs. The hospitality industry also includes tourism support commercial activities like airline cabin staff and trained agents (Munindra, n.d). Trained technology like applied information technology (IT) and its workers in hospitality travel and tourism are included in the hospitality industry.

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008).

According to Sharpley, 2014, tourism is primarily a social phenomenon defined by the consequence of the movement of people to and their temporary stay at a place away from their normal residence with increased national incomes and not just the production of goods and services (Carvalho&Costa,2011). As defined by UNWTO (2012) tourism is an economic, cultural and social phenomenon which includes the movement of people to countries and places outside their usual environment for personal, business and professional purposes. Travel for leisure purposes has evolved from an experience reserved for very few people into something enjoyed by sightseeing, reading and interactions with people (Chaney, 2000). According to David and Moriana (2005), the requirement for social tourism is to advance social legacy that will witness significant development over the previous decade. Nations and states that have seen a decrease in the conventional business have tried to advertise different manifestations of tourism, and pay attention to its consideration for urgent development to improve the economic status. Development and advancement are not without their difficulties (Richard & Paul, 2007) and issues, not slightly of which is the effect of the guests.

A library is a group of things that have been brought together to provide specific knowledge for the use of specific people to serve a specific purpose at a specific point in time. Libraries represent basic knowledge availability systems that are far more than mere repositories for storing books. Libraries provide information in all spheres of human development (Issa, 2009). Achitabwino (2007) notes that Information and a conducive environment of its free flow is a vital tool in all forms of human Endeavour. It is the link pin of national development. For a nation to develop, it needs to have and provide relevant, updated and adequate information for all sectors of her economy. Libraries are there for proper management, provision and dissemination of such information. Academic libraries today are complex institutions with multiple roles and a host of related operations and services developed over the years. Their fundamental purpose has remained the same: to provide access to trustworthy, authoritative knowledge. **Library and Information** Services Libraries are built and maintained to provide information resources for a specific and defined community.

Libraries have long stood unchallenged throughout the world as the primary providers of recorded knowledge, and historical records, Campbell (200) notes that libraries play a fundamental role in our society. They are the collectors and stewards of our heritage; they are organisers of the knowledge in the books they collect – adding value by cataloguing, classifying and describing them; and, as public institutions, they assure equality of access for all citizens. They take the knowledge of the past and present and lay it down for the future, Reding (2005). Paul Tiyambe Zeleza in the article 'The dynamics of book and library development in Anglophone Africa' emphasised that books and libraries form crucial repositories of knowledge and information accumulated over time so that to have access to them is to enter an ongoing intellectual conversation within and between societies and generations, and partake in the immense heritage of human social thought. Information is power and power belongs to the people. Information is a vehicle that drives people to a better understanding that, in turn, induces sound judgment and decision-making. It is an irrefutable fact that libraries are a pivotal point in democracy promotion and socio-economic development in a country. Achitabwino (2007) notes that the role of libraries in promoting the marketing of the hospitality and tourism sector cannot be underestimated.

Libraries as reservoirs of information are the most reliable information reference centres where tourists can seek information on hotels, motels, national parks, mountains and other exciting places. Ekwelem et…al (2011) stressed that Libraries, archives, and museums hold diverse collections in a variety of media, presenting a vast body of knowledge accumulated over the institutions' history, and the mission of these institutions is to make their collections accessible to intended users.

Library and Information Services for Promoting Hospitality and Tourism

Libraries are collection of information resources and services with the intention to satisfy users information needs. Libraries are primarily established to acquire, organize, store and make accesable to the users, in a quick and seamless manner all forms of information resources they provide. Ranganathan, an Indain librarian and scientist postulated the five laws of librarianship stating that:

1. Books are for use;
2. Every user his book;
3. Every book its user;
4. Do not waste the time of the library user; and
5. The library is a growing organism.

These laws enforce the commitment of libraries and librarians in meeting the information needs of users. The human and material resources in libraries are maintained for the pupose of providing services to users. Indeed, the modern library anticipates the expectations of its users and positively provides resources and services to fulfill them. Libraries are tailored to achieve this through multifarious services it renders to their communities (Adeyoyin, 2011). A fundamental principle of the library is that its services must be available to all and not directed to one group in the community to the exclusion of others. Libraries services are equally available to minority groups who for some reason are not able to use the mainstream services. The level of funding, development of services, the design of libraries and their opening hours are planned with the concept of universal access as a basic principle. The development of collections in libraries is based on the principle of access for all and include access to formats appropriate to specific client. Specific library information services to meet hospitality and tourism needs. Some of these services include but to limited to the following:

- Library Instruction/library orientation.
- Registration of Library Users
- Lending Services: (a). Charging (b). Discharging
- Reference Services
- Photocopying
- Current Awareness Services
- Selective Dissemination of Information (SDI)
- Reservation Servic
- Referral Service

- Interlibrary Loan Service

Services to special user groups Potential users who, for whatever reason, are unable to use the regular services of the library have a right to equal access to library services. The library, therefore, establishes ways of making library materials and services accessible to these users. These will include:

- provision of guides in form of maps, directories, biographies, etc, referral services (providing answers to client"s questions), entertainment (recreational facilities like provision of traditional games, toys, etc).
- special transport, e.g., mobile libraries, book-boats and other forms of transport to serve those living in isolated areas
- services taken to the home of those people who are housebound
- services taken to factories and industrial premises for employees
- services for those confined in institutions, e.g., prisons and hospitals
- special equipment and reading materials for those with physical and sensory disabilities, e.g., hearing impaired and visually impaired people
- special materials for people with learning difficulties, e.g., easy-to-read materials and cassettes
- services for immigrants and new citizens to help them to find their way within a different society and to provide access to media of their native culture
- electronic communication, e.g., Internet catalogues. Services for people with special needs can be enhanced by the use of new technology, for example, speech synthesizers for the visually impaired, online access catalogues for those in isolated areas or unable to leave their home, connections to remote sites for distance learning. Mainstream service provision, for example, public access catalogues (OPACs) can often
- Information services -The rapid development of information technology has brought a vast amount of information within reach of all those with access to electronic media. Information provision has always been a key role of the public library and the ways in which information can be collected, accessed and presented have changed radically in recent years.
- providing access to information at all levels
- collecting information about the local community and making it readily accessible, often in co-operation with other organizations
- training people of all ages in the use of information and the associated technology
- guiding users to the appropriate information sources
- providing opportunities for people to have independent access to information
- acting as a gateway to the information world by making it accessible to all, thus helping to bridge the gap between 'the information rich' and 'the information poor
- loan of books and other media - provision of books and other materials for use in the library. Information services using print and electronic media
- readers' advisory services including reservation services
- community information services
- user education including support for literacy programmes

- programming and events

CONCLUSION

Libraries have played and will continue to play important role in promoting hospitality and tourism activities. The paper highlighted the important role library and information services play in promoting hospitality and tourism industries. The services include but not limited to: provision of guides in form of maps, directories, biographies, etc, referral services , entertainment etc.

References

Adeyoyin, S. O. (2011) Library and Information Resources Management: The Beginners' Text. Eagle Publishers, 1-194

Anyawu, D.E., Adebayo, N.I., Nwachukwu B.C. (2010): Introduction to Tourism Management. Auchi: Allwell publishers. Holvald, ed., Communication and persuasion Psychological Studies and opinion change, New heaven: Yale University Press.

Bunja, D. (2003): Organization business in hospitality and tourism, Zagreb, school book. Lamlaim printing press. Pg 50-51.

Carvalho, L. and Costa, T. (2011): Tourism innovation – A literature complemented by Case study research. Book of proceedings, Vol. 1, International conference on Tourism and Management Studies, Algarve.

Chaney, R. and Edward O. (2000): The evolution of the grand tour: Anglo-Italian cultural relations since the Renaissance, Portland. Routledge Printing Press.

Issa, A. O. (2009) Fundamentals of Library and Information Science. Ilorin Publisher

Methioeson, A. and Wall, G.,(2006): Book Review:Tourism Economic, physical and Social Impacts. Page 208.ISBN 0582300614.

Munindra, S. (n.d) Hospitality Industry and Effects Of Globalisation. International Research Journal of Management Sociology & Humanities, 4 (1), 658-662

Nwachuhwu, V. N. (2010) Library Extension Services For Hospitality Industries Via Ict: Potentials For Culture And Tourlslll Development In Nigeria. A Journal of the Nigerian Library Association, Cross River Chapter, 3(1), 100-109

Sharpley, R.(2014): Host perceptions of Tourism: A review of the Research. Tourism Management, 42, 37-49.

Slattery, P. (2002): Finding the Hospitality Industry, Journal of Hospitality, Leisure, Sport and Tourism Education, Vol,. 1, No1,

 U.S. Bureau of Labor Statistics. (n.d.). About the Leisure and Hospitality supersector. Available at https://www.bls.gov/iag/tgs/iag70.htm

United Nations World Tourism Organization (2008): Understanding Tourism: Basic glossary. http://media   .unwto.org/en/content/understanding-tourism-basic-glossary.Retrieved   on 29th February, 2020.

UNWTO. (2012): Tourism Highlights. Archived from the original (PDF) on 9th July, 2012. Retrieved on 28th February, 2020.

Zeglen, P. Typology of Tourists and their satisfaction level. Available at: https://www.researchgate.net/publication/300109727_TYPOLOGY_OF_TOURISTS_AND_THEIR_SATISFACTION_LEVEL/stats