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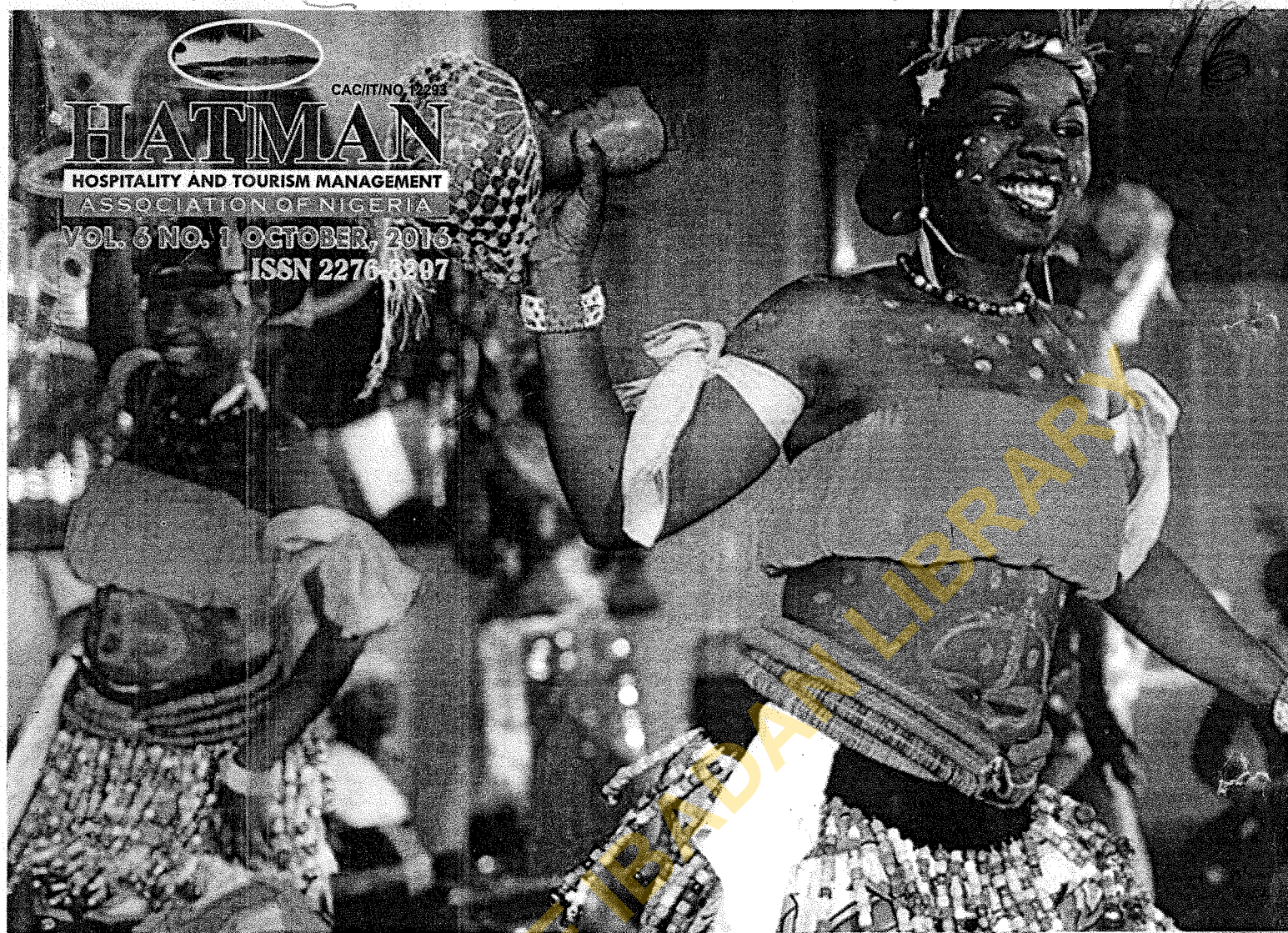
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EFFECT OF SOCIO- ECONOMIC CHARACTERISTICS OF HOTEL GUESTS ON ACCEPTABILITY OF ROASTED MEAT (SUYA) AS HOTEL MENU IN OGUN STATE, NIGERIA

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Abstract

Suya is meat prepared and cooked by roasting on glowing charcoal fire. It has become a popular mass consumer meat snack in Nigeria. It is usually sold along the streets, in club houses, at picnics, state parties, restaurants and around hotel buildings. As a mass consumer fast food, its consumption cut-across ethnic, religious, sex and socio-economic background but its acceptability as hotel menu in Ogun State is not certain, hence this study. Purposive sampling technique was used to select the respondents from zones in Ogun State viz: Egba, Ijebu, Remo and Yewa. Two Communities were selected from each zone while one popular hotel in each community was selected. A total of three hundred and sixty respondents were interviewed. The results revealed that 240 of hotel guests (66.7%) showed indifferent attitudes to acceptability of roasted meat (Suya) as hotel food item, while 120 out of 360 questionnaire respondents (33.3%) accepted Suya as hotel food item. There was significant relationship established between socio-economic status and preference for Suya as hotel menu in Ogun State ($\chi^2=41.0<0.005$).

Keywords: Hotel guests, socio-economic, hotel menu, Suya, acceptability

INTRODUCTION

Meat offers many nutritional benefits and thus plays a valuable role as part of balanced diet. It is rich in protein and supplies essential amino acids, and minerals particularly iron which is needed in hemoglobin formation as the vital oxygen carrier. It is also necessary for the immune system and healthy skin (NHMRC 2006). It is also an important source of dietary, B-vitamins which include vitamin B₁₂ that is not found in foods of vegetable origin although it is vital for healthy blood and nerves (Williams 2007). In recent times emphasis is been laid on the preservation of meat for availability and consumption of the teeming world population (Apata, 2009). Omojola et al (2004) reported that *Suya* (*tsire*) is a rich Kebab-like food popular in West Africa, originally from the Hausa people of Northern Nigeria and Republic of Nigeria. *Suya* is generally made with skewered beef mixed with a lot of hot spices and or peanuts. It is commonly found as a late night delicacy, also sold during the day. It is a boneless roasted meat of either beef, chevon or mutton that is cooked (roasted) around glowing fire. The meat pieces are stacked on sticks and spiced with a mixture of peanut (groundnut) cake powder, spices, vegetable oil, salt and other flavourings (Alonge and Hikko 1981). It is commonly served with onions and tomatoes, *masa* or *waina* (a locally made rice patty cake) which makes it more attractive and palatable to taste (Omojola et al 2004). It is sold along the streets, in club houses, at picnic parties, restaurants and within institutions (Igene and Mohammed 1983; Uzeh et al., 2006). However, the information on acceptability of *Suya* by hotel guests as menu was scanty. The aim of this study therefore, is to determine the socio-economic characteristics of hotel guests on acceptability of *Suya* as a hotel menu in Ogun State.

Materials and Methods

Experimental site: This study was carried out in the Department of Home and Hotel Management, College of Agricultural Sciences of Olabisi Onabanjo University, Yewa Campus Ayetoro, Ogun State.

Sampling technique: Purposive sampling technique was used for this study. Four Zones viz: Egba, Ijebu, Remo and Yewa in Ogun State were identified. Two communities were also purposively selected from each zone that is noted for processing and consumption of *Suya*. One hotel in strategic location with relatively high standard facilities that attracted high patronage by guests was also selected in each of the two communities. They included Abeokuta and Itori in Egba;

Ijebu-Ode and Ijebu- Igbo in Ijebu, Ilaro and Ayetoro in Yewa; Sagamu and Ilisan in Remo Zones. Guests were randomly selected as they registered in each hotel and copies of the questionnaires were administered to them. Forty five questionnaires were distributed and administered per hotel totaling three hundred and sixty copies. 240 of the respondents were indifferent to suya as hotel food item while 120 out of the 360 questionnaire respondents accepted suya as a hotel menu. Descriptive statistical tool (frequency and percentage) were used to describe personal and socio-economic characteristics of the hotel guests, while inferential statistics and chi-square were used to test the hypotheses on guests preference for suya following the procedures of Oloyo (2001).

Results and Discussion

Socio-economic characteristics of the respondents by age, sex and marital status are shown on (Table 1). The results revealed that most of the respondents (39.2%) below 30 years who accepted *Suya* as a hotel menu were 60.9% of them were males while 40.8% each were singles or married. Table 2 showed that most of the respondents (70.8%) had tertiary education. While most of them were engaged in business (24.2%), 23.3%, were civil servants and 21.7% were students. The professionals made up of lawyers and doctors constitute 9.2% while only 4.2% were academics. As shown in Table 3, most of the respondents (31.7%) earned below N50, 000.00 while 28.2% earned income between N50, 000.00-N100, 000.00 per month. The table also showed that most (40.00%) of the hotel guests came from the South-west, followed by guests from the South-south geographical zone (18.3%) who accepted *Suya* as hotel menu. It is evident from the results that the age group that best accepted *Suya* as hotel menu are still active, eating out of home, touring, or taking part in social outings which could have involved eating of roasted meat (*Suya*) which had no health implication on them. The results also revealed that male guests visited hotels frequently than females and are likely to be familiar with snacks especially that of roasted meat (*Suya*) for their leisure which their female counterparts might not like have the opportunity to engage in. This could be because females stay at home to take care of their families or could be due to cultural restrictions. The results further showed that single and married people accepted *Suya* equally as many of the respondents had tertiary education, some of them might have visited hotels for one purpose or the other such as workshops conferences night parties during which they might have taken roasted meat (*Suya*) as one of their relaxing menu items (Okonkwo and Obanu 2002). Also, due to their high income level, guests were able to afford to patronize hotel and have high preference for roasted meat (*Suya*) as menu item in hotel. These groups of individuals could rather prefer having *Suya* prepared and served as menu in the hotel.

Table 4 showed the results of chi-square test between socio-economic characteristics of hotel guests and their preference which were the types of meat for *Suya* as hotel menu. The results revealed that significant relationship was established only between marital status of hotel guests and their preference for *Suya* as hotel menu (41.06) as calculated value against (31.41) as tabulated value. The implications of this could be that the majority of couples that lodged in hotels were conscious of the type of food they consumed including snacks. They might have high preference for some parts (primal cuts) of carcasses perhaps with the knowledge that some parts of carcasses would be contaminated or do not have their favourite flavour (Apata and Okubanjo, 2010).

Table 1: Age, sex and marital distributions of respondents

Characteristics	Frequency	Percentages
Age (Years)		
Less than 30	47	39.2
31-40	23	19.2
41-50	28	23.3
51-60	14	11.7
Above 60	08	6.7
	120	
Sex		
Male	73	60.9
Female	47	39.2
	120	
Marital status		
Single		
Married	49	40.8
Divorced	49	40.8
Separated	03	2.5
Widow/Widower	10	8.3
	09	7.5
	120	

Source: Field Survey (2008).

Table 2: Education and occupational distributions of respondents who accepted suya

Characteristics	Frequency	Percentages
Education		
No formal education	04	3.3
Primary	09	7.5
Secondary	22	18.4
Tertiary	85	70.8
	120	
Occupation		
Civil Servant	28	23.3
Military/Other Forces	07	5.8
Business Class	29	24.2
Student	26	21.7
Artisan/Trading	04	3.3
Academics	05	4.2
Politician/Political Office holder	10	8.3
Lawyer, Doctor etc.	11	9.2
	120	

Source: Field Survey (2008).

Table 3: Zonal and income distributions of respondents who accepted suya

Characteristics	Frequency	Percentages
Zone		
South-west	48	40.0
South-east	13	10.8
South-south	22	18.3
North-west	14	11.6
North-east	11	9.2
North Central	12	10.0
	120	
Income (Monthly)		
₦50,000.00		
₦ 51,000-100,000.00	38	31.7
₦ 101,000-200,000.00	34	28.2
₦ 201,000-300,000.00	18	15.0
Above ₦ 300,000.00	22	18.3
	08	6.7
	120	

Source: Field Survey (2008).

Table 4: Chi-square test (χ^2) between social-economic characteristics of hotel guests and their preference for suya as hotel menu

Characteristics	Chi-square	Chi-square	Df	Decision
	Calculated (χ^2)	Tabulated (χ^2)		
Age	26.54	31.41	20	NS
Sex	5.06	11.07	05	NS
Marital status	41.06	31.41	20	S
Education	24.32	25.00	15	NS
Zone	28.49	37.41	20	NS
Occupation	36.31	43.77	30	NS

Source: Field Survey (2008).

Level of significance = (0.05), df = Degree of freedom, NS= Not Significant, S = Significant

Conclusion

This study revealed that socio-economic characteristics of hotel guests had effect on their acceptability of roasted meat (Suya) as hotel menu, especially in the areas of educational level and marital status. Most of them were educated, they were aware of the nutritional values of roasted meat (Suya) and importance of eating hygienic food prepared in hotel under the supervision of experts. The respondents were matured enough to decide on what type of meat to consume and might be influenced by their families choice of meat that could have been used for the preparation of roasted meat (Suya). It is therefore, suggested that hoteliers should process Suya in hotels since they have the equipment and personnel to produce quality roasted meat (Suya) since there are customers (hotel guests) to patronize them.

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