



AN ASSESSMENT OF THE POTENTIAL OF GIDAN DAN HAUSA MUSEUM FOR SUSTAINABLE TOURISM DEVELOPMENT IN KANO STATE, NIGERIA

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Abstract

This study assesses the potential of Gidan Dan Hausa (Hall of Fame) museum for sustainable tourism development in Kano State, Nigeria. An inventory of collections/galleries for tourism development, analysis of the available facilities around the site and major problems affecting the development of the museum were achieved. The data for the study were obtained from primary and secondary sources. Data pertaining to infrastructural facilities were collected using checklist, interview and observations at museum and its environs. Accessibility by road of the museum from tourist transit camp (TTC) was determined in the GIS environment. ArcGIS 10.3 version and SPSS version 17.0 were used for the analysis of the data obtained. The study revealed that, Gidan Dan Hausa museum promotes cultural tourism in the state and has six (6) collections/galleries centers. The result of the facilities assessment revealed that Gidan Dan Hausa was found to have great potentials to meet tourism market demand. The distance of the museum from the TTC was found to be 5.73km. Lack of government commitments and low level of patronage by the community was the major problems affecting the development of the museum. The study recommends that governments, private sector and individuals should gear up towards developing the museum in order to promote and diversify the economy of the State. Adequate funding should be provided by the government and non-governmental organizations to sustain the activities of the museum. Provision of adequate facilities through public-private partnership should be encouraged at the museum. Campaign and awareness should be undertaken vigorously by the museum officials in order to sensitize the community.

Keywords: Gidan Dan Hausa, Museum, Tourism, Infrastructure and Sustainable Development

Introduction

Visiting Museum as a historical and cultural heritage sites is one of the most popular tourist activities today where families, students, groups and even national and international visitors choose to visit when on vacation or study tour (Valence 2008). This makes museums to be among the fastest growing institutions in the world, particularly in promoting tourism especially in cultural services, when considering expenditures and the number of visitors its generate globally (Graburn, 1998). As opined by Adeniji and Ekanem (2013), a museum is a cultural institution that has to do with collection, presentation and display of natural and cultural objects for the advancement of knowledge. This

makes it to be part of the heritage tourism due to its cultural identity that often provides the primary important contribution to knowledge. It is through this collection and exhibition of materials that one creates links between the people's past and present, and views them as avenues through which future generations can have an opportunity of seeing and appreciating the relics of the past (Adeniji and Ekanem, 2013). Thus, the general mandate of museums is to educate their visitors about the history, cultural and natural heritage of a city, region or country or about a chosen subject of special interest, while also preserving these elements for future generations (Culley, 2010). On the basis of this International Council of Museums (ICOM) (2010) defined museum as a nonprofit making,

permanent institution in the service of society and of its development, and open to the public, which acquires, conserves, researches, communicates and exhibits, for the purpose of study, education, and enjoyment, material evidence of people and their environment. In fact museums play a major role not only in the wider sphere of arts, but also within tourism industry due to its ability to attract cultural tourists.

According to Onyejegbu, (2014), the formal organization, preservation and display of valuable items of cultural heritage in a museum came into being in Nigeria as a result of recognition of the presence, abundance and value of rich cultural patrimonies in the nation which need to be preserved and organized in a way that will benefit the people and the world by the British expatriates such as K.C. Murray, E.H. Duckworth and Bernard Fagg. These According to Afigbo and Okita (1985) gave birth to a solid foundation for the establishment and development of formal museum such as the Esie Museum in 1945 and the Jos museum in 1952, and today, there are museums in almost every state of the Federation including national, state and university-based museums (Onyejegbu, 2014). In Nigeria museums basically revolve around three or four major types, namely; ethnographic, archeological, and colonial as well as war museums. A visit to any one of these numerous Nigerian museums, especially the archaeological and ethnographic museums, will really make one to understand the country's rich heritage and cultural traditions (Onyejegbu, 2014). Therefore, museums as a means of preserving cultural heritage of the nation play great roles in the success of the nation tourism industry.

This industry is the largest and fastest growing industry that has significant positive change in the world today in terms of employment in areas characterized by natural and man-made attractions. Tourism as a product and service-oriented industry, could generate widespread benefits and impacts to the economy and society which could contribute to the achievement of Sustainable Development Goals (SDGs) particularly those concerning poverty alleviation, conservation, and generation of employment opportunities (Aser and Dulce, 2011) and plays a vital role in the integration of cultural setting. As such when properly developed and managed, can serve as a mechanism for preserving historical, archaeological and religious monuments; and stimulating the practice of local cultures, folklore, traditions, arts and craft and cuisine (Federal Republic of Nigeria, 2006).

Nigeria possesses a number of heritage sites (Museum) which make the nation to be a custodian of varied and fascinating cultures, (Ayeeni, Igbokwe, Onojeghuo, Onojeghuo and Ojiako 2012) amongst which is Gidan Dan Hausa Museum of Kano state that has the potential to be incorporated in the overall tourism and sustainable development. With all its potential in tourism promotion, the heritage tourism potential has been given little attention by tourism managers, planners and researchers of the country. This can evidently be seen from the study of Akpan and Obong, (2012), Adeniji and Ekanem (2013) and Hannu, Otto and Arttu (2014) that focuses on the economic advantages of the tourism development without looking at their potential of attracting tourists in relation to facilities they possess. On the basis of this, the study intends to take an inventory of collections/galleries of the Gidan Dan Hausa Museum for tourism development, analysis of the available facilities around the site that has the potential to attract tourist and market the site to the global communities as well as major problems affecting the development of the museum.

Conceptual Framework of Sustainable Tourism Development

To successfully achieve sustainable museums for tourism development, Christer and Akram, (2017) opined that, successful museums are deeply involved and engaged in the surrounding environment and community by developing a sustainable activities and programs. Because Museums that are isolated from their surrounding development always suffer from low visitation due to their disconnection with other services that serve as a reinforcing activity in order to achieve the three pillars of sustainability: economic, social, and environment protection. Therefore, Museum is a cultural hub of social and cultural activities that are dependent on sustainable development principles. The idea of tourism sustainability or sustainable development according to Guðbrandur, (2004) is the ability of a destination to maintain the quality of its physical, social, cultural, and environmental resources against risk of being lost either through physical destruction or loss of knowledge so as to compete in the global market. On the basis of this McKercher and du Cros (2002) stresses that; sustainable cultural tourism addresses the management complexities incorporating both use and conservation values because where the asset is fragile or has not much market appeal or tourism potential, tourism might be discouraged. Hence, to

achieve this, the obligation of museum as a Cultural heritage site is to sustain and conserve their collections for the present and future generations use (figure 1). In essence museums as an important tourist attraction provides cultural experiences and brings infrastructural development to the host community, need to be sustained, preserve and conserve it's in order to achieve the economic, social, and environment protection.

Tourism Facilities and Accessibility for Sustainable Development

Tourism resource involves multiple agencies and different kind of information to assist a quite complex decision-making process in tourism planning and management. It is made up of interrelated functions; lodging, catering, transportation, attraction, entertainment, etc. that work together to offer tourists experiences that lead to repeat visits or word of mouth commendation

(Bassey, 2012). For a tourism site to be fully harnessed, it should follow the criteria set by Smith, (1994) in his tourism product model;

The model illustrates how the tourism products evolve and are spaced out. At the center is the Physical Plant (site) which term as PP Where the actual site of the attraction occurs. Closed to it is where other services are found that will make the tourists to feel at home, such as transportation, catering services, accommodation, and Guide services termed as (S). In (H) which tells the Hospitality aspect of the tourism products where pleasant activities of the destination such as space, recreation and leisure activities are taking place which make it an attractive place to live in. However, at the Freedom of choice denoted by (FC) is a place where the tourists have freedom to choose from the variety of goods and services available at the destination, such as; clothing shops, souvenirs, banks, chemists, restaurants and other services.

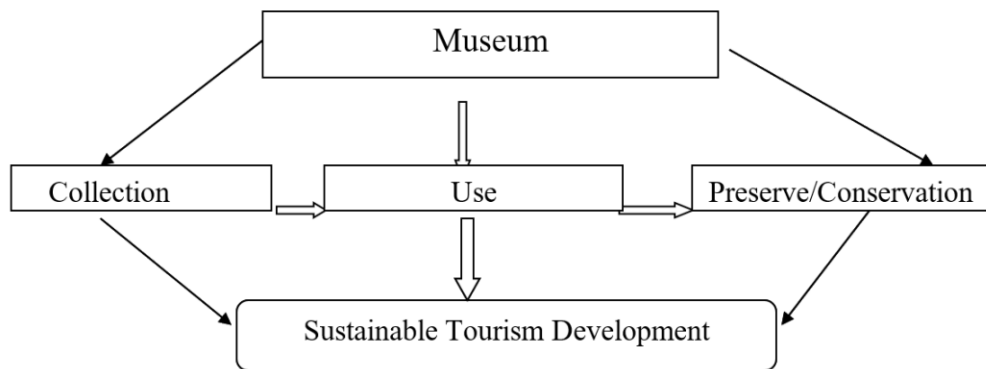


Figure 1: Model of Museum as a Cultural Heritage Site for Sustainable Tourism Development
Source: Author (2018)

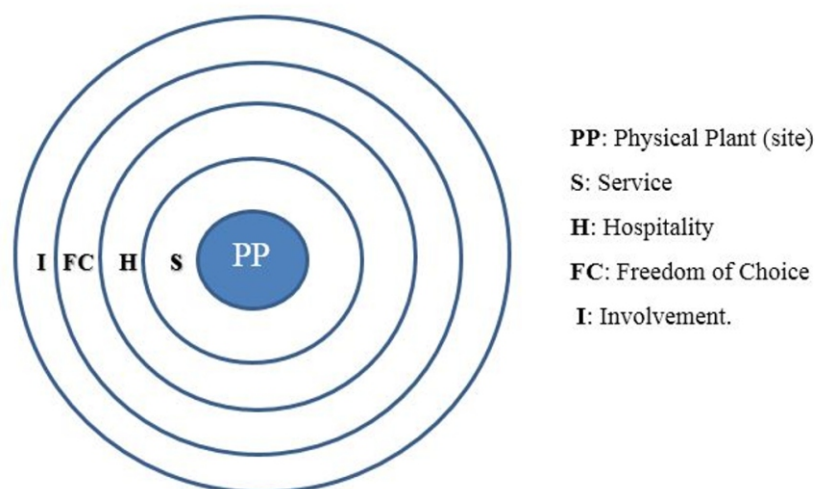


Figure 2: Tourism Product Model
Source: Smith (1994)

At the end of the circle, is the zone of Involvement (I) where other organizations that are involved in tourism directly or indirectly are found, such as travel agencies and tour operators that package several of these services together and sell them to the tourists. In essence, for a tourist site to be fully harnessed in should have the ability to arouse the interest of the tourist by providing necessary experience and activities that tourists need.

However, no matter how potential a tourist's site is in terms of availability of facilities, access to it will also determine its potential or otherwise within the tourist's communities because of it's important as geographical element in the tourism system. Generally, accessibility is used to measure the spatial interaction and the performance of the transportation system modes that can be used to identify areas with low accessibility (Handy and Kelly 2001 and Bhat, 2000) and this also applies to common services such as health care, schools and shopping centers as well as tourist sites (Aldakhil, 2007). Therefore, accessibility as stated by Aldakhil (2007), typified not only the in-between places which may be visited *en route*, but also the short period of travel to get to the destination.

Description of the study Area

Gidan Dan Hausa museum located in Tarauni Local Government Area of Kano Metropolis lies approximately on latitudes $11^{\circ} 59' 09.0''$ North of the Equator and longitudes and $8^{\circ} 29' 08.8''$ East of the

Greenwich Meridian. It shares boundaries with Nassarawa local government area in the North, in the south and southwest it borders with Ungogo local government area and Kano Municipal to the west (Figure 3). The house became first modern school in the whole Northern Nigerian Protectorate in 1909 where *Tamarindus indica* trees served as the classes. The students of the school were princes drawn from various parts of Northern Nigeria, who later became emirs, pioneer teachers, and administrators for the region. It is now a historic site (a museum).

The area shaped by the process of pediplanation that made it possible for the older granites to give way to flat terrain in this area and gives the area advantage to offers a good opportunity for human settlement and makes the Museum in the areas to be easily accessible. The climate of the study area is the tropical dry-and-wet type, with four distinct seasons, *Rani* (warm and dry), *Damina* (wet and warm), *Kaka* (cool and dry) and *Bazara* (hot and dry) closely associated with the movement of the Inter Tropical Discontinuity (ITD) zone (Olofin 1987; Olofin, 2008). The average temperature is a bit hot, even during the Cool Harmattan period where the minimum temperature hardly falls below 11°C and the monthly average temperature is not less than 20°C , whereas during the hot season usually Mid – March to Mid-May, the maximum temperature may be as high as 40°C with average temperature range between 30°C and 32°C (Ayila, Oluseyi and Anas, 2014).

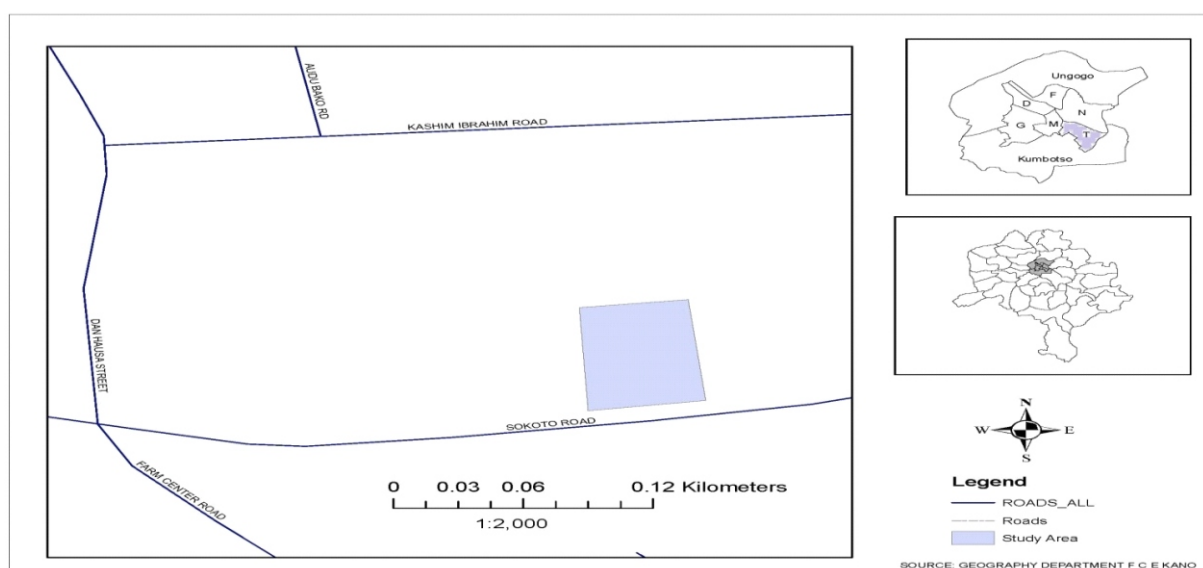


Figure 3: Gidan Dan Hausa Museum Kano Metropolis

Materials and Method

This research adopted a survey design using primary and secondary data. The primary data were obtained through checklist and were complemented with oral interviews and observations. Data on the infrastructural facilities were also collected through direct field observations and interviews using checklist at the point of taking the coordinate. Information sourced includes nature of the road, average duration of power availability/supply per week, access to communication network, accommodation (distance from the center, condition of the accommodation, capacity, Internet, catering and laundry), catering services (Suya spot, local/modern restaurant, Snacks shop, and soft drinks shop). Other information includes Souvenirs shops, their distances from the tourism center, varieties and types (local or imported). The authorized speed limit per hour from the Federal Road Safety Corps was also used.

However, accessibility was examined to determine the distances from tourist transit camp (TTC) to the museum using the Arc GIS ruler. Therefore, travel time using minutes as the unit of measurement was used. The use of travel time adopted in this study as suggested by Aldakhil (2007) gives a more accurate measure of the accessibility of tourist site. For this purpose, the road categories and the average speed on the road networks were identified from the Federal Road Safety Corps (Table 1). Thus, distance or road length was adopted as the impedance for this study and the drive time was calculated by dividing the road length in Kilometers by the speed limit and multiplies by 60 which represents minutes. Drive Time = length in Km / speed limits multiply by 60.

$$\text{Travel Time} = \frac{\text{Length of arc (in KM)}}{\text{Average speed limit}} \times 60$$

This formula was adopted and modified from Aldakhil (2007) in his study. Data obtained from the

checklist on the level of facilities around the center on a scale of 0- 5 (very good 5, Good 4, moderate 3, poor 2, very poor 1, absent 0) using Tourism facility Index (TFI) were analyzed using SPSS technique version 17.0 in order to observe the potentials available at center. The mean infrastructure scores (that is, $X1+X2+X3+X4+X5+X6/6$) were used as yardstick for determining the overall level of infrastructure development in a destination. The assessment was done such that the mean infrastructure score within the range 1.00 - 1.99 was adjudged "poor" while scores; 2.00 - 2.99; 3.00 - 3.99; and 4.00 and above were adjudged to be moderate, good and very good respectively.

Results and Discussions

Inventory of galleries at Gidan Dan Hausa Museum

The total numbers of existing galleries in the museum that are worthy for attracting tourists are six (6), Table 2. Though at the time of data collection Ado Bayero gallery (Number 6) was under renovation and the artifacts were promised to be brought by the family of late Emir of Kano, Ado Bayero.

The artifacts available in the galleries range from traditional cultural artifacts before colonial masters, colonial and post-colonial artifacts such as Traditional Shoes Jewelleries, Old Currencies of Coins and Notes, War stone tools, Chain armor, Gown of Emir Sunusi I, Silver Staff of the Office of the emir of Kano Alhaji Abdullahi Bayero (1926-1953), Trumpet, Pictures of Past Emirs of Kano, Pictorial Grave of Usman Dan fodio and Pictures of Hanns Vischer in a Class, War Drum, Animals Leather, Traditional Crafts, Tanneries, Traditional bowl, Agricultural Implements, Weaving tools, Army war equipment's, etc. This indicates that Gidan Dan Hausa Museum is a home of cultural tourism that portrayed the people of the past and their activities.

Table 1. The roads categories and types of vehicles speed limit in Nigeria.

S/N	Types of Vehicle	Built-up	Highway	Expressway
(Average speed limit in Km/ hr)				
1.	Motorcycles	50	50	
2.	Private cars	50	80	100
3.	Taxis and Buses	50	80	90

Source: Modified from FRSC (2015)

Table 2. Inventory of galleries at Gidan Dan Hausa Museum

S/N	Name of the gallery	Artifacts
1.	Waiting Room	Traditional Shoes before Colonial Masters, Jewelries, Old Currencies (Coins and Notes), War stone tools, Grinding stone, Chain armor, Local treasurers, War Drum, Animals Leather etc.
2.	Dining Room	Gown of Emir Sunusi I, Silver Staff of the Office of the emir of Kano Alhaji Abdullahi Bayero 1926-1953, Trophet, Pictures of Past Emirs of Kano since from emir Suleiman bn Hama 1805-1819 to Alhaji Ado Bayero 2014, Pictorial Grave of Usman Dan fodio and Pictures of Hanns Vischer in a Class etc.
3.	Family Setting Room	Traditional Crafts, Tanneries, Traditional bowl, Agricultural Implements, Weaving tools, Army war equipment's, Hunting implements
4.	Children Bedroom	Traditional singers such as Uwaliyya Mai Amada, Dan Kwairo, Haruna Uji and Mamman Shata, Rattle, Drum gourd, Hausa Guitar, Reed wind Instrument, Dressed hide vessel, Ceremonial dress of late Governor Audu Bako of Kano State, Royal Regalia of Sir Ahmadu Bello Sardaunan Sokoto
5.	Master's Bedroom	Silver Ceremonial sword, Grammer Phone, Pictures of Nigerian Leaders before Independence, British armor, Hand written Holy Qur'an, slate etc.
6	Ado Bayero Gallery (Kitchen)	Ado Bayero Royal regalia, Royal Cars and Pictures etc.

Source: Field work (2018)

Accessibility of Gidan Dan Hausa Museum as a tourism site in Kano

In terms of accessibility Gidan Dan Hausa is found within the built-up areas of Urban Kano where the speed limit is 50km per hour. This makes the Museum to be accessible and thus creating the possibility of attracting more people to visit the site. The distance between the Museum from the tourist transit camp is 5.73km with travel time of 6.87 minutes. This affects the choice of the destinations, travel behavior of the tourists in relation to his activity and duration of stay at the site. Thus, the distance of tourism destination from the tourist origin or his place of residence determines destination choice by the tourist. Because choice of destination is largely controlled by distances which influence the cost of travel in relation to travel time, transportation, tourist guide allowance, tourist activity at the destination and access to tourism facilities and in turn affect the overall level of patronage (Muhammad, 2017).

Infrastructural Facilities around Tourist Sites

Based on the analysis, the results revealed that the museum has mean values of 4.00 (Table 3) that makes it to have good potential for attracting and be able to compete with the market demand. This good potential of the site has relation to its closeness to the availability of tourism facilities (transport, electricity, communication, accommodation, catering services and souvenirs shops). This is attributed to its location close to State road, Yahuza catering services, Join and Joy restaurant and little per distance with Grand Central Hotel and Abubakar Rimi Market where tourist can purchase different types of souvenir. However, the site (Gidan Hausa) is the first western school in Northern Nigeria where a Swiss Sir Hanns Fischer taught students in 1909 and now the site serves as the Headquarter of Kano State History and Culture Bureau.

Table 3: Facility Assessment

Variables	Value
Nature of the road	4
Duration of electricity per week	4
Access to Communication	5
Distance accommodation from the center	4
Type of the Accommodation	4
Capacity of the accommodation	5
Internet services in the accommodation	0
Catering Services in the accommodation	4
Laundry Services in the accommodation	4
Distance of Catering Services from the center	5
Suya /Fish Spot	5
L/M Restaurant	5
Snacks Shop (s)	4
Soft drinks	4
Distance of Souvenir shop from the Centre	3
Variety of Souvenir	5
Types of Souvenir	3
Mean Value	4.00

Data Analysis (2015)

This situation can be understood when looked at the model of Smith, (1994) where the model practically explained the fundamental role of infrastructure and other facilities in tourism development, because where destinations are lacking in other basic infrastructure such as guesthouses, catering services, access to communication that tourists can commute from the urban centers to such destinations provided the destinations are linked by good and quality facilities. Thus, for tourism resource to flourish and promote economic growth and development it must have good facilities around it that may influence the choice of the tourist.

Major Challenges affecting the development of the Museum

Based on the interview conducted, the study revealed that lack of government commitments, improper maintenance of the building, inadequate marketing and promotional materials and low level of patronage by young and senior adults were the major problems affecting the development of the museum.

Conclusion and Recommendations

This research inventoried the galleries available in Gidan Dan Hausa Museum, accessibility in relation to time to reach the tourist transit camp and the assessment of facilities found around the destination.

The study revealed that, there are six galleries at the

museum that houses important cultural landscape of the state that are waiting for consumers (tourist) at any moment for exploration. The travel time from tourist transit camp showed that the museum is located close to tourist transit camp with travel time of 6.87 minutes. Also the study concluded that, Gidan Dan Hausa Museum has good potential to meet market demand with calculated mean value of 4.00. Hence, with all these developments the museum suffered from lack of government commitments, improper maintenance of the building, inadequate marketing and promotional materials and low level of patronage by community were the major problems affecting the development of the museum.

Following the findings and limitations in this study, the following recommendations are made.

1. The study recommends that Government, private sector and individuals should gear up towards developing the museum in order to promote and diversify the economy of the State.
2. Adequate funding should be provided by the Government and Non-governmental organization to sustain the activities of the Museum.
3. Provision of adequate promotional materials through public-private partnership should be encouraged at the museum.

4. Campaign and awareness raising should be undertaken vigorously by the museum officials in order to attract more international tourist to patronize the museum
5. There is need to provide measures that

would protect the building as a cultural tourism resources for future use.

6. To continue harnessing its potentials of rich Cultural resources values, the artifacts needs to be sustain for the future generation to appreciate what past hold for them.

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