# TOURIST PRODUCT INNOVATION AND MANAGEMENT OF TOURIST CENTERS IN LAGOS STATE, NIGERIA

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**ABSTRACT:** This research is on the effect of tourist Product Innovation on the Management of Tourist centers in Lagos State, Nigeria. Product Innovation is defined as what customers buy at a specific time that is completely different from other organizations offer. Management is an act of managing a firm using people to increase patronage, maintain service quality and ensures repeat purchase. The Problem of this research was identified by a scholar who posits that the problem of many organizations not increasing in patronage was a result of negligence to innovate. The objectives of this study examined the effect of product Innovation on increased patronage, service quality and repeat purchase. The researcher adopted survey research during the research work which was achieved using a structured questionnaire. Findings revealed that there is a strong relationship between tourist product Innovation and increased patronage, service quality and repeat purchase in the selected tourist centers in Lagos State, Nigeria and Conclude that tourist product innovation can help management of tourist centers in performing efficiently and recommend that any tourism industry who wishes to grow in patronage**,** service quality and attract repeat purchase should embrace product innovation strategy.

**Keywords:** *Tourist Products; Innovation and Management; Tourism Management; Lagos State Tourist Centers*

## BACKGROUND OF THE STUDY

Product according to Tuomi (2012) is defined as item offered for sale. A product can be a service or an item. It can be a physical or in virtual or cyber form. Innovation is the process of translating an idea or invention into a good or service that create value or for which customer will pay. To be called an innovation, an idea must be replicable at an economical cost and must satisfy a specific need (Page 2016); while product innovation considers what a customer will buy at a specified period of time. That is completely different with what other organizations offers in the marketplace Therefore, the ability of changing or translating the method adapted by different organization in packaging products and services to a more modern method that will be unique in order to improve patronage is regarded as product innovation in the study (Tuomi 2012). This research focused on the Effect of Tourist Product Innovation on selected Tourist centers in Lagos State, Nigeria. This research investigated also how

product innovation could affect increase patronage, quality service and repeat purchase of the tourist centers.

## 1.1  STATEMENT OF THE PROBLEMS

Product innovation allows stakeholders and managers of organizations to think ahead towards production of different goods and services to improve patronage, but a lot of organization does not pay attention to them (Huebner 2015).

But the major problem was based on less attention being placed on industries to innovation of that products and services because they are not sure if it will help them positively to improve patronage (Page 2016).

## 1.2  OBJECTIVES OF THE STUDY

The general objective of the study examined the effect of Tourist product innovation on Tourist Centers, Lagos State, Nigeria.

Specifically, the researcher examined the following:

- ✓ Determine the effect of tourist product innovation on increased patronage.
- ✓ Determine the effect of tourist product innovation on quality services.
- ✓ Determine the effect of Tourist product innovation on repeat purchase.

## 1.3  RESEARCH QUESTION

- ✓ Does tourist product innovation affect increased patronage of Tourist Centers?
- ✓ Does tourist product innovation influences quality of services in tourist Centers?
- ✓ What extent does tourist product innovation affect repeat purchase of Products in Tourist Centers?

## 1.4  REASEARCH HYPOTHESIS: Null Hypothesis

- ✓ There is no significant relationship between product innovation and increased patronage
- ✓ There is no significant relationship between product innovation and quality service
- ✓ There is no significant relationship between product innovation and repeat purchase.

## 1.5  SIGNIFICANE OF THE STUDY

This research concentrated on the effect of Tourist product innovation on Tourist centers and the achievement of this will help Tourism industries and the achievement of this will help them to be sure that an adequate product innovation will help them to increase Patronage thereby making them to remain in business and reward their stakeholders. Future researchers will use this study as a reference material to facilitate their study.  Also, investors will benefit because they will now focus on new ideas rather than replication and to always advise their managers to focus on it as a measure for patronage. Lastly, tourists or customers will be sure of improved facility all the time.

## 1.6  SCOPE OF THE STUDY

This research study focused on the Effect of tourist Product Innovation on Tourist centers in in Lagos State Nigeria, but due to the vest area of this topic, the researcher focused on how product innovation could affect organizations increased patronage, quality services and repeat purchases.

Secondly, the researcher also focused on twelve Tourist centers who usually combine the activities of hotels and Tourist centres in their organizations. They include: Toparano Hotel, Presken Residences, Radisson Blue Hotel, Citiheight Hiteck Sheraton, Protea Hotel, Blackwood Hotels, Shoregate Hotels, Ibis Hotel, Joshesther Olive Hotel, Exquisite Lodge and Rollace Hotel. All are located within Ikeja L.G.A and are doing well.

However, the researcher purposively samples the twelve establishment because they are currently doing well in the business. The people who constituted the respondents towards solving the problem of this research was staff of the selected establishments, because they are the group who actually get involve in product innovation and knows how it affect the management of the organization more compared with other's i.e., they know if its favors them or not.

## REVIEW OF RELATED LITERATURE

### INTRODUCTION:
This section is grouped into conceptual, theoretical, and empirical review.

### 2.1    CONCEPTUAL REVIEW:
Product according to Tuomi (2012) is defined as items offered for sales. He further opines that a product can be a service or an item. It can be physical or in virtual or cyber form. A product can also be regarded as tangible product or intangible product (Alder 2015).

### TYPES OF PRODUCTS
**Consumer Product:** This is any tangible product for sale that is used by a person or household for non-business purposes. Eads (2011) further affirmed that a consumer product is generally any tangible product for sale that are used for personal, family, household, or non-business purposes (Andrews & Goodson 2011).

**SHOPPING PRODUCTS according to Chilkidou**. & Tunis. (2012) is one that requires a minimum amount of effort on the part of the consumers. Extensive distribution is the primary marketing strategy. They must be available in every conceivable outlet and must be easily accessible in these outlets (Davila. & Marc. 2014)(Dubickis & Gaile 2015).

**SPECIALTY PRODUCTS:** Specialty goods represent the third product classification after convenience & shopping goods. The classification system is based on the definition that convenience and specialty goods are both purchased with a predetermined pattern in mind (Explorable 2015).

(Elizabeth 2016).From the perspective of consumers, specialty goods are so unique that they will go to great lengths to seek out and purchase them(Faunce 2011).

Specialty goods have higher profit margins and higher price relative to convenience or shopping good (Gorden 2012).

**UNSOUGHT PRODUCTS:** An Unsought good is one that is not actively sought but by a consumer, but is instead purchased due to fear, precaution, need etc.

Unsought goods are goods that the does not normally think of buying. Purchases of unsought goods may arise due to danger or the fear of danger (Hayden 2012).

The classic examples of known but unsought goods are funeral services encyclopedic, fire extinguishers and reference books. In some cases, even airplanes and helicopters can be cited as examples of unsought goods. The purchase of these goods may not be immediate & can be deferred; hence, unsought goods require advertising and personal selling support, and extensive marketing in other areas as well (Herman 2011).

**BUSINESS PRODUCTS:** Business products are sold to other business as opposed to conveniences shopping and specialty products, which are sold to consumers (Huebner 2015).

However, it is important to note that business products are marketed differently than convenience shopping & specialty products, due to their different nature of the prospective buyer. (Huebner 2015) opines that a useful way to divide business products into farm products and manufactured products as they are marketed differently., (Hughes 2011).

### MARKETING OF TANGIBLE & INTANGIBLE PRODUCT

**Jonathan** (2011) posits that everybody sells intangible product in the marketplace, no matter what is produced in the factory.

The usefulness of the distinction becomes apparent when we consider the question of how the marketing of intangibles differs from the marketing of tangibles. While some of the differences might seem obvious, it is apparent that along with their differences, there are important commonalities between the marketing of intangible and tangible products (Jonathan 2014) (Kevle 2014).

**INTANGIBILITY OF ALL PRODUCTS: Intangible** Products: A good example of this include travel, freight forwarding, insurance, repair, consulting, computer software, investment banking, brokerage, education, health care, accounting etc. are some examples of intangible product for purchase. Prospective buyers are generally forced to depend on surrogates to assess what they are likely to get (Khan 2011).

They can look at gloriously glossy pictures of elegant rooms in distant resort hotels set exotically by the shimmering sea. They can consult current users to see how well a software program performs and how well the investment banker or the oil well drilling contractor performs, or they can ask experienced customers regarding engineering firms, trust, compliances, lobbyist, professors, surgeons, prep school, hair stylist, consultant, funeral, directors, caterers, environmental management firms, construction engineers etc. (Lobo 2016)

**TANGIBLE PRODUCTS:** according to Maryville (2012) you can test-drive-a-car, smell the perfume, work the numerical controls of a milling machine, inspect the sellers steam generating installation, pretest and extruding machine. (Page 2016).

**INNOVATION:** The Innovation is production or adoption assimilation and exploitation of a value-added novelty in economic and social spheres, renewal and enlargement of products, services and markets, development of new methods of production and the establishment of new management system. It is both a process and an outcome (Ralph 2016).

It is also viewed as taking place through the provision of more effective products, processes, services, technologies, art works or business models that innovators make available to markets (Rogers 2016). Innovation is related to but not the same as (INVENTION). Innovation is more of practical implementation of an invention (i.e., new/improved ability) to make a meaningful impact in a market or society, and not all innovation requires a new invention (Amabile and Pratt 2016) (Siltala 2011).

### TYPES OF INNOVATION

Several frameworks have been proposed for defining types of innovation. Such as:

(i) **Sustaining Versus Disruptive Innovation:** Strumsry (2016) opines that sustaining innovation is the improvement of a product or service based on the known needs of current customers e.g., faster microprocessors flat screen television etc. However, disruptive innovation is critical to long term success in business

Disruptive innovation is often enabled by disruptive technology. Jainter(2016) define foundation technology as having the potential to create new foundation for global technology systems over the longer term.

## FOUR TYPES MODEL

Another framework that is common in innovation management was suggested by jainter (2016) He divided innovation into four types below:

(ii) **Radical Innovation:** This is the establishment of a new dominant design and hence, a new set of core design concepts embodied in components that are linked together in a new architecture.

(iii) **Incremental Innovation:** this is the process of refines and extending established design. Improvements occurs in individual components, but the underlying core design concepts and the links between item remain the same

(iv) **Architectural innovation:** this is innovation that changes only the relationships between them that is the core design concepts

(v) **Modular Innovation:** Innovation that changes only the core design concepts of a technology.

However, Henderson and Clark (2016) talk about technical innovation and there are kinds of innovation such as

1. Service Innovation
2. Organizational Innovation

**SERVICE INNOVATION:** This is defined as a new or significantly improved service concept that is taken into practice. It can be a new customer interaction channel, a distribution system, or a combination of them.

**ORGANIZATIONAL INNOVATION:** is the creation or adoption of an idea or behavior that is new to the organization. It is also an adoption of an internally generated or purchased device, system, policy, or service that are new in organization.

Tarde (2013) opine that the classical definition of innovation being limited to the primary goal of generating profit for a firm, has led others to define other types of innovation below:

1 Social Innovation
2 Sustainable Innovation
3 Green Innovation
4 Eco Innovation
5 Responsible Innovation

**Social Innovation:** is the process of developing & deploying effective solutions to changing and often systematics social & environment issues in support of social progress.

**Sustainable Innovation:** Is the creation of something new that improves performance in the three dimensions of sustainable development; social, environmental 7 economic. It is also the process

where sustainability considerations such as environmental, social & financial are integrated into company systems from idea generation through to research & development & commercialization.

**Green Innovation:** This is defined as hardware or software innovation that is related to green product or processes, including the innovation in technologies that are involved in energy-saving, pollution-prevention, waste recycling & green product design.

**Eco innovation:** This is the development of products & processes that contribute to sustainable development, applying the commercial application or knowledge to elicit direct or indirect ecological improvements.

**Responsible Innovation:** This is the process that seeks to promote creativity and opportunities for service & innovation that are socially desirable and undertaken in the public interest (Schumpeter 2016)(Tuomi 2012).According to Engelberger (2016) innovations require only three things:

- ✓ A recognized need
- ✓ Competent people with relevant technology
- ✓ Financial support

He further explained that innovation processes usually involve identifying customer's needs, macro and meso trends, developing competences and finding financial support. He further places emphasis on political market needs as drivers of the innovation process & describes the complex & often iterative feedback loops between marketing, design, manufacturing and research and development (Torker 2012) (Thomas 2016).

**TYPES OF INNOVATION**

This can also be called innovation as explained by Huebner (2015)

(a) **Profit Model Innovation:** This finds a fresh way to convert a firm offering and other source of value into cash. Great ones a deep understanding of what customers and users cherish and where new revenue or pricing opportunities might lie (Gordon 2012).

(b) **Network Innovation:** Provides satellite communication solutions that empowers a firm with reliable voice and data connectivity across the globe,

(c) **Structure Innovation:** This type of innovation is where an organization forms the vessel for the implementation and channeling of innovations. It is the enabler to develop innovative ideas, to drive them forward and then to market them as a product, service, or holistic business model.

(d) **Process Innovation:** This means the implementation of a new significantly imported production or delivery method, including significant changes in techniques, equipment, or software

(e) **Product Performance Innovation:** Addressed the value, features and quality of a company offerings. The type of innovation involves both entirely new product as well as updates and line extensions that add substantial value.

(f) **Product System Innovation:** This stresses the flow of technology and information among people, enterprises and institution is key to an innovative process. It contains the interactions between the actors needed to turn an idea a process, products or service on the market (Willy 2016)

(g) **Service Innovation:** This type of innovation involves the processes in innovating services in the industry, new or improved ways of designing and producing services. This may include innovation in service delivery system, through often this will be regarded instead as a service product innovation

(h) **Channel Innovation:** This type of innovation is about how an organizations offerings are delivered to customers and users. E.g., on-demand, go-direct etc.

(i) **Brand Innovation:** Faunce (2016) considers this as a process of adding more value to an organization through fresh marketing ideas. Like the introduction of a new brands and new project as well as creative thinking to reinvest existing brands, and it is achieved through strategic planning.

(j) **Customer Engagement Innovation:** This is a business communication connection between an external stakeholder (consumer) and an organization (company or brand) through various channels of correspondent. This connection can be a reaction, interaction, effect, or overall customer experience which takes place online and offline (Rogers 2013).

## IMPACT OF PRODUCT INNOVATION

➢ Managers of organizations encourage innovation because of the value it can capture, and innovative employees increases productivity by certain and executing new process, which in turn may increase competitive advantage. Gordon (2012) further opines that innovative organizations are inherently more adaptable to the extend environment. This allows them to react faster and more effectively to avoid risk and capture opportunities. From a managerial perspective, innovative employees tend to be more motivated and involved in the organization. Empowering employees to innovate and improve their work processes provides a sense of autonomy that boost job satisfaction. Smart (2015) opined that Managers who promote an innovative environment can see value through increased employee motivation, creatively and autonomy, stronger teams, and strategic recommendation from the bottom up.

**Impact of innovation is however summarized as follows:**

✓ Identification of organizational benefits derived through enabling internal innovation
✓ Innovation is the development of customer values through solutions that meet new needs, unarticulated needs or existing market needs in unique ways
✓ Innovative, employees increase productivity by creating and executing new process which in turn may increase competitive advantage and provide meaningful differentiation.
✓ Mangers who promote an innovative environment can see vale through increased employee motivation, creativity, and autonomy.
✓ Clarity about and understanding of role, increased responsibilities, strategies partnerships, senior management support, organizational restructure can all enrich organizational culture and innovation
✓ Improved productivity and reduced cost: A lot of process innovation is about reducing unit cost. This might be achieved by improving the production capacity and/or flexibility of the business to enable it to exploit economies of scale.
✓ Better Quality: better quality products and services are more likely to meet customer's needs. Assuming that they are effectively marketed, that should result in higher sales and profit (Rogers 2013) (Huebner 2015).

### 2.2: THEORETICAL REVIEW

### 2.2.1.  INNOVATION DECISION PROCESS THEORY:

Siltala (2011) states that diffusion is a process that occurs over time and can be seen as having five distinct stages.

The stages in the process are knowledge, persuasion, decision, implementation, and confirmation. According to this theory, potential adopters of an innovation, must be persuaded as to the merits of the innovation, implement the innovation, and confirm re-affirm or reject the decision to adopt the innovation. This theory tries to explain that any hospitality and tourism industry who has embrace innovation as a tool for efficient management, that its doesn't stop there, it must go through the five stages which involved bring the innovative producers to the knowledge of the people, persuading them to buy or try it that it is better than before, and the customers will now take decisions whether to try or not. Before the hospitality and tourism industry innovated product, especially in the. It is usually like that because it involves both tangible and intangible product.

### 2.2.2: Individual Innovativeness Theory

This theory states that individuals who are predisposed to being innovative will adopt an innovation earlier than those who are less predisposed (Tarde 2012)

Innovators are the risk takers and pioneer who adopt an innovation very early in the diffusion process. But laggards usually resist adopting an innovation until rather late in the diffusion process if ever (Khan 2011). This theory is of significant to the hospitality and tourism industry in bid to efficient management of the business. It tries to let them know that there are different kind of people that constituted tourist/customers, and some adapt to an innovation but those who are predisposed are innovators and can appreciate predisposed individuals during persuasion process can capture them to try the product earlier.

### 2.3: EMPIRICAL REVIEW

It is worth knowing that many research has been conducted by different scholars in attempt towards looking at the impact of product innovation on efficient management of industries. But most research carried out to ascertain the impact of product innovation argued that product innovation, makes an organization to perform very well by the provision of required services and products which is geared towards an adequate satisfaction of customers in the hospitality and tourism industry, and this has resulted in increased profit margin of those organization.

Huebner (2015) a possible decline trend for worldwide innovation which supported this view and opined that innovation usually helps organization towards efficiency and increase in profit margin and it makes many organizations to perform better than the other especially in the hospitality and tourism industry.

However, research carried out by Roger (2013) diffusion of innovation in Lancashire in England findings highlighted the complementary role of organizational culture in enabling organizations to translate innovative activity into tangible performance improvement. He further opined that organizations can improve profits and performance by providing works groups opportunities and resources to innovate in addition to innovation on the management of hospitality and tourism industry because if customers are satisfied it will help improve profit margin of the organization. Research carried out by Ralph (2016) innovation index in Ashby Leicestershire in England U.K reveals that companies, which have close relationships with customers, suppliers, research institutions and competitors are more likely to have higher products and process innovation successes. This finding also is in agreement with the finding of the researcher which says that innovation enables the

hospitality and tourism industry to be closer in other to move on their desires and desires changes on daily basis, the company keeps meeting them and this will lead to the satisfaction of consumers' needs which helps the organization in functioning efficiently in other to reward her stakeholders adequately, a purposive/judgmental sampling was used to select 200 respondent after stratification and this method is a non-probability sampling technique where the researcher selects units to be a sampled based on his knowledge and professional characterized by a deliberate effort to obtain representative samples procedure that is characterized by a deliberate effort to obtain representative samples from a study population.

## METHOD OF RESEACH

### 3.1 RESEARCH DESIGN

During this research work, the researcher adopted the cross-sectional survey method. This involves the selection of a sample to represent the entire population. The data used for the study will be collected by personal interview, observation, and the use of questionnaire. A structured questionnaire will be developed, and it will contain sections designed to provide information on the selected hospitality industries in Ikeja L.G.A.

### 3.2 POPULATION OF STUDY

The Population for this study was staff of selected tourism industries see 1.7. However, the Researcher Purposively selected a total of (110) staff and the determinant of selection was based on the available staff who was on duty at the time of visit, and the staff studied were present and are willing to respond at the time of visit which gave the researcher the outcome of this result.

### 3. 3 METHOD OF DATA COLLECTION

The researcher employed the use structured questionnaire, and the questionnaire was designed in such a way that the respondents should not be afraid of being victimized. The respondent was provided with a combination of multiple choice and dichotomy questions, and they were required to tick or fill in the answers that are most applicable to them in the tourism industry as it reflects to their feeling's.

### 3.4 METHOD OF DATA ANALYSIS

After the research work all the data collected was classified, collected, and tabulated. The collected data was placed in their appropriate categories to reflect the answers to each question from the questionnaire. Simple percentage and average were used for the computation of the quantitative date. The simple percentage is a useful mathematical tool in data analysis, and it is universally used hence, it was considered (Taylor 2015). In analyzing the data collected a chi-square statistical tool was used. This is because according to the chi-square test ($x^2$) is a well-known tool of texting hypothesis. It may be defined as the sum of ratios between observed and expected frequencies in other words. It is concerned with establishing whether the discrepancies between observed frequencies and expected frequencies. It evaluates whether a set of observed frequencies differ enough from a set of expected frequencies to warrant the conclusion that the null hypothesis is false or be rejected in favor of an alternative hypotheses. It is calculated by finding the difference between some of the squares of the observed and expected frequencies divided by the expected frequencies. It donates the

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observed and expected frequencies in the ith and jth column by Oij, Eij respectively. Thus, it is calculated as:

$$X^2 = \text{ Where } x^2 = \text{Chi-square statistics}$$

*Oij= Observed frequency, that is the number of responses which are stated down*

*Eij= Expected frequency, that is mean of the observed frequency*

Other terminologies which would be involve in the analysis and testing of hypothesis but not directly represented in the formula include deviation=the difference between the observed and expected frequencies.

It is represented as {Oij-Eij}
Deviation Squared= the square of the deviation, that is {Oij-Eij}$^2$
In order to show its relative importance each squared deviation somehow must be compared with the expected frequency in its cell. It is shown as
The importance of chi-square statistical test is that it is frequently applied to problem in which two nominal variables are cross classified.

### 3.5 ANALYSIS OF DATA TECHNIQUES

The analysis of data in this study was done manually using a pocket Casio-scientific calculator. Several statistical tools was used which would include percentage, proportions and chi-square analysis (David 2011). Most of the research questions was analyzed simply in percentages. According to Chinsnall (2014) it is more appropriate to use percentages when determining the number of respondents that agree or disagrees with a given proposal.

### 4.1: PRESENTATION & ANALYSIS

### INTRODUCTION
In this section, the researcher presented the data collected with its analysis based on what was collected using structural questionnaire.

### 4.2 DISTRIBUTION OF QUESTIONNAIRE

**Table 4.1.1. General observation**

| S/N | Tourist centres/ Establishment | No of staff | No of staff present | Total returned | Percentage | |
|---|---|---|---|---|---|---|
| | | | | | Total | % |
| 1 | **Toprano Hotel,** 42 Oritishe Street, Off Balogun Bus Stop, Awolowo Way, Ikeja, Lagos | 80 | 30 | 18 | 128 | 14 |
| 2 | **Presken Residences**: 8, Rev Ogunbiyi Street, Off Oba Akinjobi Way, GRA, Ikeja | 40 | 20 | 10 | 70 | 8 |

| 3 | Radisson Blue Hotel 42, Isaac John Street, Ikeja, Nigeria | 30 | 12 | 5 | 47 | 5 |
|---|---|---|---|---|---|---|
| 4 | Citiheight Hitek Sheraton Link Road 6, Ikeja, Lagos | 35 | 13 | 10 | 58 | 7 |
| 5 | De Rembrandt Hotel and suites 172 Obafemi Awolowo way Ikeja | 25 | 10 | 5 | 40 | 4 |
| 6 | Protea Hotel by Marriott Ikeja Select Plot 2 Assibifi Road, Lagos | 131 | 50 | 20 | 201 | 22 |
| 7 | Blackwood Hotels: 11, Olu Akerele Street, Ikeja | 60 | 21 | 10 | 91 | 10 |
| 8 | Shoregate Hotels 29, Joel Ogunnaike Street, GRA, Ikeja | 50 | 25 | 10 | 85 | 9 |
| 9 | Ibis Hotel 23 Tyin Street, Ikeja, Lagos | 22 | 10 | 5 | 37 | 4 |
| 10 | Joshesther Olive Hotel, 11 Samuel Awoniyi Street, Ikeja | 30 | 15 | 5 | 50 | 5 |
| 11 | Exquisite Lodge, 10 Alade Close Off Obafemi Awolowo Way Ikeja Lagos | 28 | 15 | 6 | 49 | 5 |
| 12 | Rollace Hotel, 46-48 Awoniyi Elemo Street, Ajao Estate, Lagos | 40 | 18 | 6 | 64 | 7 |
| | TOTAL | 571 | 239 | 110 | 920 | 100 |

Table 4.2.1 shows the general observation on distribution of a questionnaire. It indicate that at Toprano hotel, 30 copies were distributed but only 18 was returned which represent 14%, at Presken, 20 were present but 10 copies were returned which represent 8%, Radisson Suite Hotel, 12 staffs were present but only 5 responded to us which represent 5%, at Citiheight Hotel, 13 were present but 10 were filled properly which also represent 7%, at De-rembrandt hotel, 10 were present but 5 responded which represent 4%, at Protea hotel, 50 were present but 20 responded to us which represent 22%, at Black wood hotel 21 were present and 10 responded which reprsesent 10%, at Shoregate hotel, 25 staff were present only 10 responded which represent 9%, at Ibis hotel 10 staff were present and 5 were able to response which represent 4% at Joshesther Oliver Hotel , 15 personnel were present but only 5 agreed to respond which represent 5%, at exquisite lodge, 15 staffs were found but only 6 staff were ready to respond completely which represents 5%, lastly, at Rollace Hotel 18 staff were found but only 6 staff filled and returned the questionnaire which represent 7%

## ANALYSIS OF RESEARCH QUESTIONS AND HYPOTHESES

### Hypothesis One
$H_1$ There is no significant relationship between product innovation and increased patronage.

### Research questions
What extent does Tourist product innovation affect increase patronage of tourist centers?

### Table 4.1.2

| Response | Frequency | Percentage |
|---|---|---|

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| Large extent | 60 | 55 |
|---|---|---|
| Small extent | 20 | 18 |
| Medium extent | 10 | 9 |
| Low extent | 6 | 5 |
| None of the above | 14 | 13 |
| **Total** | **110** | **100** |

**Table 4.1.3**

| Options | Reponses (oij) | Expected frequency (Eij) | Deviation (oij-Eij) | Deviation squared (oij-Eij)$^2$ | Deviation squared over expected frequency |
|---|---|---|---|---|---|
| A | 60 | 22 | 30 | 1444 | 65.63 |
| B | 20 | 22 | -2 | -4 | 0.181 |
| C | 10 | 22 | -12 | 144 | 6.54 |
| D | 6 | 22 | -16 | -256 | -11.63 |
| E | 14 | 22 | -8 | -64 | -2.95 |
| **N=5** | **110** | | | | **57.409** |

Let a =0.05

The degree of freedom (df)=n-1

The expected frequency is derived

 = = 22

As earlier stated, the chi-square $x^2$ method is used at a 5% level of significance under degree of freedom

Therefore $x^2$ =

The decision rule is as follows

If the chi-square value calculate $x^2c$ is greater than the chi-square tabulator (xt) at a 5% level of significance we shall reject the null hypothesis, otherwise we accept it.

If $xi^2 > xt^2$ we reject out $H_o$ & accept $H_1$ but if $xi^2 < xt^2$ we accept our $H_0$ and reject $H_1$

Where:

$X^2c$= chi-suqare calculates

$X^2t$= Chi-square tabulated

Therefore, testing the hypothesis to using 5% level of significance 5/100=0.05 gives 57.409. Since this is greater than chi-square value calculate we accept our $H_1$ at 5% level of significance. The result is therefore statistically significance. The null hypothesis is therefore rejected.

The research however rejected the null hypothesis which says that there is no significant relationship between product innovation & increased patronage of Hospitality establishment in Ikeja LGA areas of Lagos State, Nigeria. The researcher then concludes that there is a significant relationship between

product innovation and increased patronage of hospitality establishment in Ikeja LGA of Lagos State, Nigeria.

**Hypothesis Two**
$H_0$: There is no significant relationship between product innovation and quality service

**Research Question**
Product innovation influences quality of services in tourism industries

**Table 4.1.4**

| Response | Frequency | Percentage |
|---|---|---|
| Agreed | 40.7 | 37 |
| Disagreed | 9.9 | 9 |
| Strongly agreed | 55 | 50 |
| Strongly disagreed | 2.75 | 2.5 |
| All of the above | 1.65 | 1.5 |
| **Total** | **110** | **100** |

**Table 4.1.5**

| Options | Reponses (oij) | Expected frequency (Eij) | Deviation (oij-Eij) | Deviation squared (oij-Eij)² | Deviation squared over expected frequency |
|---|---|---|---|---|---|
| A | 40 | 22 | 18 | 324 | 14.72 |
| B | 10 | 22 | -12 | -144 | -6.54 |
| C | 55 | 22 | 33 | 1089 | 49.5 |
| D | 3 | 22 | -19 | -361 | -16.40 |
| E | 2 | 22 | -20 | -400 | -18.18 |
| N=5 | 110 | | | | 23.1 |

Let a=0.005

The degree of freedom (df)= n-1 i.e 5-1= 4

The expected frequency is derived

 =  = 22

Decision rule is stated below

If the chi-square value ($x^2c$) is greater than the $x^2c$ tab ($x^2t$) at a 5% level of significance we shall reject the null hypothesis, otherwise we accept it

Where:

$X^2c$= chi-suqare calculates

$X^2t$= Chi-square tabulated

In testing the hypothesis two above using 5% level of significance

5/100=0.05 given 23.1

However, Since this is greater than chi-square value calculate we reject $H_1$ at 5% level of significance. The null hypothesized is therefore rejected.

We reject the null hypotheses which says that there is no significant relationship between severe delivery in Hospitality establishment in Ikeja LGA Lagos State, Nigeria.

**Hypothesis Three**
$H_0$: There is no significant relationship between tourist product innovation and repeat purchase of Goods and services in tourism industries

**Research questions**
What extent does Tourist product innovation affect repeat purchase of Goods and services in tourist centers?

*Table 4.1.6*

| Response | Frequency | Percentage |
|---|---|---|
| Large extent | 70 | 64 |
| Small extent | 10 | 9 |
| Medium extent | 10 | 9 |
| Low extent | 10 | 9 |
| None of the above | 10 | 9 |
| Total | 110 | 100 |

*Table 4.1.7*

| Options | Reponses (oij) | Expected frequency (Eij) | Deviation (oij-Eij) | Deviation squared (oij-Eij)$^2$ | Deviation squared over expected frequency |
|---|---|---|---|---|---|
| **A** | 64 | 22 | 42 | 1764 | 27.56 |
| **B** | 10 | 22 | -12 | -144 | -6.54 |
| **C** | 10 | 22 | -12 | -144 | -6.54 |
| **D** | 10 | 22 | -12 | -144 | -6.54 |
| **E** | 10 | 22 | -12 | -144 | -6.54 |
| **N=5** | 110 | | | | 1.4 |

Let a= 0.05

The degree of freedom df= n-1  ie. 5-1= 4

The expected frequency is derived

 = = 22

As earlier stated, the chi-square $x^2$ method is used at a 5% level of significance under degree of freedom

Therefore $x^2$=

**DECISION RULE**

If the chi-square value calculate $x^2c$ is greater than the chi-square tabulator (xt) at a 5% level of significance we shall reject the null hypothesis, otherwise we accept it

If $xi^2 > xt^2$ we reject out $H_o$ & accept $H_1$ but if $xi^2 < xt^2$ we accept our $H_0$ and reject $H_1$

Where:

$X^2c$= chi-square calculates

$X^2t$= Chi-square tabulated

Therefore, testing the hypothesis to using 5% level of significance 5/100=0.05 gives 1.4

However, since the total above is greater than chi-square value calculated we reject $H_0$ at the level is significant. The result is therefore statistically, significance the null hypothesis is there for rejected

The researcher rejects the null hypothesis, which posit that there is no significant relationship between product innovation and repeat purchase. However, in the research the researchers conclude that there is a significant relationship between product innovation & repeat purchase. However, all the findings are in agreement with Huebner (2015) who found that innovation of products usually help organizations towards efficiency and increase in profit margin. They are also in agreement with Roger (2013) who posits that organizations can improve profit, repeat purchase and performance by providing innovation in all its activities.

**5.1 CONCLUSION**

The researcher has confirmed that tourist product innovation affect the management of tourism establishment greatly and without innovation of product be it tangible or intangible product it will be more difficult for patronage, repeat purchase and quality service delivery to be achieved, any organization who deal with customers, must embrace product innovation as a tool for effective and efficient management of the organization especially in hospitality and tourism establishments as confirmed in this research work.

**5.2 RECOMMENDATION**

Based on the finding of the study, the following for effective management of tourist industries were recommended by the researcher:

- ✓ Since it was established that there is a strong significant relationship between product innovation and increased patronage: The researcher recommends that all hospitality and tourism industries that wished to increase in patronage must embrace product innovation as a do or die affair.
- ✓ Since it was also established that product innovation have a positive relationship with quality service. The researcher wishes also to recommend that all hospitality and tourism industries who wants to do better than their competitors should ensure that quality of service delivery becomes the first objectives of their business.

    Lastly, it was restated in the research work that product innovation becomes useless when repeat purchase was not achieved; however, the researcher recommends that to maintain

repeat purchases in the Tourism industries that organizations should embrace product innovation in all of it plans.

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