

An Assessment of Facilities and Services Offer by Selected Modern Transport Companies of Peace and Young Shall Grow Mass Transit Limited in Ogoja Local Government Area and Their Implication to Tourism Development in Nigeria

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Abstract

Transportation has been an integral part of tourism industry. A good surface transport system can improve tourism and better the economy of the nation as a whole. Thus, the qualities of facilities and service offer are prerequisites in modern transport companies for successful tourism development. Since transportation play a crucial role in tourism. Industry, a good surface transport system and qualities of service offer can bring a pull (motivation) of a tourist to embark on travel and tourism. Therefore the studies try to identify the various facilities and service offer by modern transport companies which can induce a tourist to use a particular transport company. Mixed method of qualitative and quantitative data collection was adjudged useful for the study 30 respondent were interview.

Keywords

tourism; transport company; development; facility and service



I. Introduction

Transport is an essential to the functioning and development of any society. For a rapid growth 'of a country, a good network of roads is essential. It is the basis of the existence of the country. An efficient and well developed system of transport and communication is vital to the success of a plan of economic development which plays stress on rapid industrialization (Nakamura, H., Y. Hayashi., 2004). So, for a successful modern economy, the ability to guarantee the smooth and efficient transportation of people and goods is a fundamental requirement. Failure to achieve this represents a threat to competitiveness, and also reflects an unsustainable use of the transport infrastructure. But, the establishment of effective transport systems is never an easy thing (Nakamura, H., Y. Hayashi., 2004). With the advent of the information age, expansion of the global population and deteriorating environment modern transport systems is facing a great challenge. Therefore, how to effectively solve the traffic problem in the situation so as to achieve sustainable economic development is a great concern in every country. As pointed out transportation is an essential component of the tourism product and indeed of its vital elements that enable people to travel to as well as move around their destination. It has been defined as “the means to reach the

destination” (Burkart and Medlik 1981:46), Road transport provides, to a large extent the most important mode of transport in Nigeria. Road transport in Nigeria, as in other parts of the world, is dominated by motor vehicles. These are self-propelled land transportation devices that generally use internal combustion engines and petrol (gasoline or diesel and fuel) for power (Meyer, M.D. 2003). It interprets the tourist product in its wide sense as everything that the visitor consumes not only at the destination but also en-route to the destination, transport provides some key element of the product (Cooper et al 1993:173). The roles of transport in tourism have been continuous and to be a controversial issue, transportation acts as a stimulus for further development with the neutral effects where transport facilities do not themselves bring about productive activities Ogar Blessing A (2017). The various modes of transportation are invaluable in Nigeria for promoting tourism. The migration pattern has become more prominent since the development of transport network has led to the mass movement from rural areas to urban areas, buses are the major form of urban and inter-city passenger transportation and they have unique facilities (Ekechukwu in Okpoko 2006 as cited Ogar Blessing 2017). According to Ekechukwu (2017) coach and bus transport include but are limited to the following land transport that can take more passengers than car. In Nigeria there are various transits operating on a commercial basis such as Peace mass, Romuchi mass, Young shall grow mass, GUO mass, as well as friendly transport association which uses Sienna bus all of these companies are clustered within Igoli urban. The companies above all have modern vehicles with modern facilities that convey commuters to their various destinations with relaxation and comfort. Udosen (2020) sees transportation as a movement of human beings and goods, from one point to another, he further observed that transportation can be used depending on the user choice. If transportation service can be categorized into three groups such as vehicle, operation and infrastructure, therefore my emphasis will be placed on vehicle and operation which will be discussed below, the following are the profiles of transportation companies within Ogoja urban, Imo mass transit, Akwa Ibom mass transit, River’s Joy mass transit, Onisha south mass transit, PEACE mass transit, Romuchi mass transit, Young shall grow mass transit GUO mass transit as well as friendly transit association which uses Sienna bus/ car, however the study will be limited to Peace, Young shall grow as well as Romuchi mass transit companies.

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As such the studies focus on accessing the facilities and services offered by selected modern transport companies in Ogoja Local Government Area of Cross River State and their implications to tourism development in Nigeria.

II. Research Method

The methods used in this research are personal observation, oral interviews and ethnographic survey. Questions were asked to some key knowledgeable people who gave me the information about the qualities of service and facilities offered in these selected companies. Pictures were also taken using a digital camera to substantiate the oral interview. Ethnographic studies are useful to both the archaeologist and social scientists, the archaeologist uses ethnography to draw analogy between the past and the present cultures, the archaeologist uses ethnographic studies to reconstruct the past human cultures by making detailed study of the technology, behavior, psychology and environment of the present day people in order to properly understand and reconstruct (Ezeh, P.J 2000).

III. Discussion

3.1 Young Shall Grow Company (YSG)



Figure 1a. Researcher and Respondent



Figure 1b. Modern Vehicle

Interview with operational manager young shall grow company (YSG) Mr. Silvanus Okonta the company is a private organization that has been operating well for some years back, the operational manager appraise himself and the company to be paying well and as such the workers are committed and compare to work for better and improved services. Historically YSG Transport Company started about fifteen years ago, as at then there was no other transport company and had its route from Ogoja to Lagos. Furthermore Mr. Okonta revealed that YSG offer modern facilities to their commuter, stating that, all their vehicles have modern facilities to mention but a few is air conditional, television, e-booking, charging pod, and other physical gadget with comfortable seat (one person per one seat) with charging point on individual seat, as well as changing of tires every month, (see figure 1a & b). Customer's feedback and repeat visits are amazing as such the company is grateful. The company has a modern method of e-booking and also a POS like gadget for booking online as well as digitalize manifest, passenger to Lagos travel on a daily basis, which shows that there's patronage, (Okonta F. 2021).

3.2 Peace Mass Transit Limited



Figure 2. Researcher and Operational Manager of Peace Mass Transit

According to Ibangha Friday the operational manager unveiled that they are not the best but they are trying in their own capacity. Historically PML is a group of companies operating and has been directed by Rev. Samuel. Whenever traveling vehicles are faulty or have any issues, a vehicle from any terminal is called upon for swapping of the passengers or changing of the vehicle; this is done to avoid delaying travelers.

Criteria for selection and recruitment of peace mass staff, he reveals that the least staff of the company is an OND holder, others are more graduates. Historically peace mass in cross River State started from Calabar to Ikom down to Ogoja which is our study area to provide better services others are enjoying, and also to improve mobility and congestion reduction; to ascertain ways in which trip demands distribution of peak demand can be controlled. According to the operational manager Ogoja office is the least office peace mass ever to have as such the company is looking for land in a strategic place to purchase for park construction. He further highlight that the company has contributed to the livelihood of so many Nigeria with reference to himself and few other to mention. He further reveals how community involvement in tourism development plays as well as stakeholder's participation by employing three people in their organization. Often time the company donate vehicle for really or contribute money for any trending or threaten issued like coronavirus to mention but a few, he also say that they are vehicle that has AC and without AC, and if a passenger pay for vehicle with AC he/she is entitled to enjoy the services and facilities paid for, when the revise is the case is an extortion or misbehaviors' from driver as such, the driver can be panelize, Ibangha (2021).

3.3 Data Analysis

a. To Examine Modern Transport Facilities and Services Offer

The facilities and services offer by these modern transport companies include air conditional, television, e-booking, charging pod, and other physical gadget with comfortable

seat (one person per one seat) with charging point on individual seat, as well as changing of tires every month. Methods of Modern Transport Management, Modern transport management includes the following aspects: Planning and Policies: This consists of the following issues: Integrated land use and transport planning. In order to effectively reduce the adverse impacts of current transportation systems it is essential to influence future and existing transportation and land use development patterns. Once urban land use and transportation become integrated, it becomes possible to increase accessibility without increasing the need for automobile travel.

b. To Improved Mobility and Congestion Reduction

Transportation is the major boost to tourism industry, it is helpful for mobility and increase the motif why tourist move from one tourist site to another, the closeness of transport and travel is also shown to be symbiotic (mutual) through sensitization, an improved in travel and tourism can stimulate the development of transport by providing modern facilities and services, which can then stand as attraction or tourism product itself. Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Sinulingga, 2021). The role of transport companies to travel and tourism cannot be over emphasis.

Transportation has been an integral part of the tourism industry as it links the tourist with various tourist attractions, and it is agreed that tourism grows bigger when there is a good transport system. It is the main means to carry passengers, which is the tourist to the actual place, where tourism services are provided. With the provision of this modern facilities and service people will be pulled to travel every day using their companies so as to enjoy all the benefits, and making travel easier, why some see it as attraction itself. Since tourism is a leisure activity that involves travel away from home. In as much as this service is offered in all the transport companies congestion and crowing in a particular company will drastically reduce.

c. To Ascertain Ways in which Trip Demands Distribution of Peak Demand can be Control

Interviewing the most popular transport companies within Ogoja local government area revealed that the peak period is the festive period mostly December to January (charismas, New Year, New yam), school resumption and closing time for higher institutions, he explained that they usually experience influx of passengers during the period. Road transport is a very vital component in the tourism industry. It is more felt in the receiving area and considered unique because destination can be linked by surface transport to different modes of transport, because of the services road transport offer is known to be the most popular form of transport that assist mobility. Because of the flexible nature of it, it is referred to as champion of short distance travel (Middleton 2009).

IV. Conclusion

The research work, on accessing the facilities and services offered by modern transport companies in Ogoja Local Government Area of Cross River State. Has unveiled the various facilities and service offered in the selected company of Peace, Young shall grow and GUO mass transit, stating ways in which better and quality services can be offered to their exclusive passengers, and as well improved mobility and reduce congestion. The role of transport companies to tourism development cannot be over-compromised, as transportation is an integral part of the tourism industry. However transportation links tourists with various

attraction sites, the development of transport companies, infrastructure and using new technologies in the sector has enhanced the development of tourism.

From the findings it can be deduced that there are various quality facilities and services offered, which can induce travelers to use a particular transport company. Whether transport companies play a vital role in enriching the travel experience of a tourist or passengers is based on the frequency of use. In relation to this transportation can become a different element of tourism products, as transportation management is the ingredient why tourists/travelers use a particular transport company.

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