The Challenge of Event Management as A New Trend in the Hospitality Industry (A Case Study of Event Planners and Hospitality Outlets in Ondo State, Nigeria)

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Abstract
Event management can also be referred to as the process of planning, organizing, and implementing events, such as conventions, conferences, festivals, parties, weddings etc. It inculcates careful coordination of logistics, scheduling, management and resources to ensure a successful and memorable event. The study is aimed at ascertaining the challenges faced by event management in some selected hospitality outlets in Ondo State, to investigate how these challenges affect the growth of the hospitality sector of the economy and to identify all possible methods for overcoming or reducing the challenges encountered in event management. The study adopted a quantitative data collection method. ANOVA and chi-square were used to test the two hypotheses for the study. It was revealed by the findings in the objectives that government policies, insecurity, poor budget and other logistics issues are the bane that are confronting event management. The results of the hypothesis tested indicated a P value of 19.3331 which suggested that there is no significant difference between the challenge of event management and the development of the hospitality industry. The study concluded that the hospitality industry can significantly develop at an interesting pace if events are properly planned, organized and managed without challenges as identified in this study. It is therefore recommended that events planning, implementation and management require the services of an expert in the field of tourism and hospitality industry who is professionally trained as an event planner and a team works for strategic decision making. The government should Endeavour to provide a good security network to fight against any form of insecurity and enable an environment for event management to thrive.

Keywords: *Event Management, Challenges, Event planners, Hospitality Industry*

1.0 Introduction

Anyone who enjoys organizing and managing events, such as concerts, conventions, parties, weddings, and other get-togethers, can pursue a fulfilling and distinctive career in the expanding and evolving profession of event management. As stated by Bladen and colleagues (2022). The application of project management to the planning and development of major events, like festivals, conventions, formal parties, conferences, ceremonies, and concerts, is known as event management. Convention management is another name for event management. Before the event's actual launch, it is required to do brand research, identify the demographics of the ideal attendees, plan the event, map out the logistical elements, and coordinate the technical components (Dowson et al. 2022).

The process of planning and coordinating the event is typically referred to as event planning, and it can include things like creating a budget, creating a schedule, selecting a location, acquiring any necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, providing event security, providing catering, and developing emergency plans. The event sector has expanded to incorporate gatherings of all sizes, from the Olympics to business breakfast meetings (Mair & Smith, 2022). Various types of businesses, nonprofit organizations, and interest groups hold events to market themselves, cultivate commercial contacts, raise money, or commemorate achievements. Technological advancements are causing a rapid transformation in the hotel sector. To maintain the health of our ecosystem, future workers will need to be technologically literate and knowledgeable about resource conservation (Legrand et al. 2022). Leisure workers need to adapt to the ever-changing needs of their growing customers while also going above and beyond their expectations to stay relevant. To preserve industry integrity, future leaders will need to be able to conduct ethical research and assess and recognize existing patterns to predict future consumer behavior.

1.1 Objective of the Study

The main objective is to examine the challenges of event management as a trend in the hospitality industry in some selected hotels in Ondo State:

I. To ascertain the challenges faced by event management in some selected hospitality outlets in Ondo State.
II. To investigate how these challenges affect the growth of the hospitality sector of the economy.
III. To identify all possible methods for overcoming or reducing the challenges encountered in event management.

1.2 Hypothesis Testing
1.2.1 Hypothesis One:
H_0: There is no significant difference between the challenges of event management and the development of the hospitality industry.
1.2.2 Hypothesis two
H_0: There is no significant influence of event management on the current trends in the hospitality industry.

2.0. Literature Review

2.1 Event Management

Getz (2022) is credited with coining the term "definition" in the English language. It describes extraordinary occurrences as ones that break from the standards of everyday life. The best way to document such occurrences on paper is no longer up for debate. We're going to abbreviate "special event" to "event." According to Bladen et al. (2022), event management is the application of project management to the conception and development of small and/or large-scale personal or business events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. The application of project management to the planning and development of small- to large-scale private or business events, including formal parties, conventions, festivals, conferences, ceremonies, weddings, and concerts, is known as event management. Before the event is launched, it entails researching the brand, determining its target market, coming up with the concept, and organizing the technical details (Event Academy, 2020). Additionally, event management is defined by Allen et al. (2022) as the process of organizing and carrying out a range of private and public events for social or professional objectives. Event management, according to Woodward (2018), entails planning and organizing large-scale gatherings, such as

conferences, conventions, trade exhibits, concerts, festivals, and ceremonies.

2.2 Best Practices in Event Management

The origins of best practices in event management may be traced back to 1992 when a group of Canadians developed a set of "occupational competency standards" that included HRM, marketing, administration, risk management, and managerial skills. The initial study was conducted by Perry, Foley, and Rumpf in Australia in 1996. Additionally, it was the first study conducted in the southern hemisphere. They identified the following crucial knowledge categories after attempting to ascertain what instruction and training event planners required: Legal, financial, managerial, marketing/public relations, analytical/economic, ethical/contextual, and economic· "Management theory and skills are essential, but their application requires adaptation similar to that required for recreation management," according to Getz & Wicks (2022).

While numerous studies (Allen et al. 2008; Bilton & Laery, 2022) have emphasized the value of creativity in event planning, none have made an effort to create a framework for industry best practices. Although it seems sensible to think that artistic expression is hard to quantify and so hard to fit into a framework, it is still a valuable endeavour. In a similar spirit, Lee et al. (2019) maintain that the values of "creativity, strategic thinking, continuous improvement, ethics, and integration are the values that must permeate all decisions throughout event management regarding every element, phase, and process" and that cultural context-specific adjustments are all that are necessary.As a result, "special events operational management has received less research attention" (Brammer et al. 2020). In addition to enabling the holding of major events, the city's strategic plan to draw events has drawn many professionals to live and work there. To better utilize the expertise of its residents and discover strategies for drawing in more tourists, the City of Melbourne established networking opportunities. (2020, Ryan and colleagues).

2.3 Current Trends of Event Management in the Hospitality Industry

Recent events have brought about major changes in the hospitality industry. Many businesses collapsed, but some swiftly changed course and persevered. A few even came out of the chaos with ground-breaking concepts that were more appropriate for our current situation. By 2023, the hotel sector will be able to use technology in a wide range of innovative ways due to its rapid development (Ali et al. 2019). According to consumer surveys, travel will once again be the top priority for most people in 2023. However, with household budgets being so tight, trips, dining out, and other leisure activities may have to wait**.**

2.3.1. Hyper-Personalization
Visitors of today have come to expect to be acknowledged and cared for as unique individuals. Seventy-one per cent of consumers anticipate individualized interactions, citing EHL Insights (2023). The issue facing most companies is that, in 2023, customers will expect hyper-customization, which goes far beyond the segment-level personalization that most organizations are now doing. Utilizing technology systems like CRM and CEM, which leverage big data to provide highly personalized one-to-one interactions between the guest and the host at scale, hospitality businesses can apply hyper-personalization. Insights into consumers' previous browsing or purchasing behaviours can be gleaned from data from hotels, travel agencies, and restaurants. This allows hotels to customize promotions and offers and to give the services that a customer has specifically requested.

2.3. 2. Holistic Well-Being and Health of the Hospitality Industry
There's no denying that self-care and preventative medicine are popular right now. Hospitality establishments, particularly those with on-site spas, are in a strong position to capture a sizable portion of the wellness sector, which is growing into a trillion-dollar business (EHL Insights, 2023).
Beyond the standard spa offerings focused on relaxation and beauty, there is a growing demand for customized treatment plans and health diagnostic technology, provided by professionals who conduct individual or group sessions to promote emotional balance, vitality, healing, stress management, mindfulness, and improved sleep.

2.3.3. Digitalized Guest Experiences
Apps are playing a bigger role in how hotels oversee the services they offer to clients and are now able to influence a lot of the visitor experience. The movement toward digital and contactless services has accelerated. The increasing usage of technology-assisted solutions, such as Smartphone check-in, contactless payments, voice control, and biometrics, is revolutionizing traditionally customer-facing services.Soon, customers will demand the same ease of use when accessing their hotel rooms as they have grown accustomed to using facial and fingerprint identification to unlock their Smartphone's and laptops. Unfortunately, the cost of installing and maintaining these changes may be prohibitive for the enterprises hoping to welcome them. We advise you to go deep and invest if you want to stay ahead of the curve (EHL Insights, 2023).

2.3.4. Experience Economy and Essentialism.
Guests want experiences that are both highly personalized and distinctive. The travel agent may very possibly die as a result of this, and independent travelers may become more prevalent. With a genuine sense of travel guilt, Airbnb is banking on experiences becoming the next big thing in 2023. The generally fairly dated adage "less is more" has been revitalized by minimalism. Fewer and fewer tourists are drawn to ostentatious shows of wealth; instead, they would rather spend their money sensibly, meaningfully, and in ways that benefit society. Niche properties, action-packed vacations, and restorative getaways are popular, as are distinctive experiences that meaningfully support local communities (EHL Insights 2023).

2.4 The Determinant Factors of Event Planning and Management
Most people agree that events are the unborn womb of possibilities. It is tantamount to both the social and economic positions of diverse entities converging in a place to fulfil their ideals and establish a solid relationship (Carter, 2007). To put it in business terms, business events like exhibits, conferences, seminars, meetings, and product launches are essential resources that the industry needs to effectively sell its goods and services to consumers.
Five criteria to consider in planning and event management are listed by Caratti, & Ferraguto (2012) and Carter, (2007) to provide an outline of what event planners need to think about while organizing an event:

2.4.1 The Event's Goal

The purpose of the event must be specified during preparation for the transition of the event management processes to go smoothly and according to schedule. It will also act as the cornerstone for the approach you will take to managing the situation.

2.4.2. Timing and Location
Now that you know why you are hosting the event, it's time to decide on a convenient time and place. To ensure that the date of the event fits the venue, reservations must be made six months in advance. In addition, we have to take into account the facilities' accessibility and the participants' lodging about the venue's room capacity. If you are hosting visitors from elsewhere, you should think about setting your shop close to a hotel or an airport. Parking is also a must for convenience and comfort.

2.4.3. Event Checklist
The event checklist serves as the event's lifeblood. If you don't simultaneously verify that it's in the proper circulation, you risk losing control—a crucial component of event management. It includes of assigning duties to the event committee members in areas such as audio-visual equipment, facilities, catering, cleanup personnel, and ceremonies.

2.4.4. Finances
Managing finances properly also involves event planning. You need to create a precise and thorough budget to plan an effective event. It is also advised that you have factored in all revenue and costs, including any unstated costs and in-kind support from sponsors involved in the event's operations. Never forget to exercise restraint when making purchases and make sure that your employees are handling cash safely.

2.4.5. Publicity
Event publicity is an essential component. It's a themed event intended to draw in the general public and promote a lively and enjoyable environment for fostering community ties. These days, media including print, radio, television, and the internet have a major impact on various PR strategies, which in turn increases visibility and awareness of the event.

2.6 The Nigerian Hospitality Industry
Services for those who are away from home for extended or short periods are offered by the hotel sector. These services can change based on the unique requirements of the organization providing them as well as the individual who is not at home (Goryushkina et al. 2019). Development in many regions of the world is dependent on the hotel sector. Its revenue is one of the primary sources of foreign money in certain areas, including the Caribbean, Hong Kong, and Fiji (Kyrylov et al. 2020). The industry is significant because it boosts economic growth by giving people a lot of employment opportunities, funding a sizable portion of the GDP and raising national income, and generating foreign exchange through the sale of goods and services to foreign tourists, which improves the country's balance of payments (Kyrylov et al. 2020). Without question, the hospitality sector is essential to tourism as a whole. 2020; Roman et al.

2.7 Major Constraints in Event Planning and Management

Contrary to common assumption, some of the main components of the event management industry were undoubtedly cultural, athletic, entertainment, wedding celebration, and brand activation events.

The direct and indirect tax burden, which significantly affects a sector's profitability curve, is a problem that the event industry typically faces. Essentially, an increase in service taxes is one such problem that is fueling intense competition in the event industry (Getz, 2022). Additional difficulties could be:

I. Legal constraints: The industry is typically subject to several legal constraints, which require organizers to acquire permission from multiple agencies.

II. Skilled Personnel Pool: In the Indian context, skilled human capital is fundamentally weak or insufficient to truly address the needs of this sector on a significant scale. Contrary to popular assumption, this needs to be improved by educational activities.

III. Collaborations: Since the industry is still sponsor-driven, getting the same is typically very challenging. This work is much more challenging for non-metropolitan cities, despite the general misconception that this is because of the far locations of the HOs of large brands and the overly long response times.

IV. In the absence of supplementary infrastructure, it might be difficult to organize large-scale events when there are inadequate event venues, technological service providers, an inadequate air transportation network, etc.

V. Arrival of Alternative Media: The invasion of other media into the activation space poses a serious problem. The creation of activation teams by television, radio, and print media for their clients with the promise of promotion through their media channels poses a significant threat subtly.

VI. One of the main concerns for Indian event planners is the rising expense of hiring space in particular.

VII. Gates for Very Social Media: To boost real social media engagement, marketers have started requiring attendees to register for events by providing their Facebook and Twitter names.

3.0 Methodology
The study areas for this study were the three senatorial districts of Ondo State, South West, Nigeria. The senatorial districts are as follows: Okitipupa represents the Southern Senatorial District, Akure represents the Central Senatorial District, and Owo represents the Northern Senatorial District. Twenty event planners were chosen at random from each of the research regions, and four hotels—one each from Owo, Okitipupa, and Akure, the state capital—were chosen as well, with ten members of their staff representing each hotel. These hotels were chosen concerning their patronage and the facilities provided. Hospitality outlets and event planners were randomly selected. The study adopted a quantitative data collection method and 100 questionnaires were administered for respondents but 97 were collected. ANOVA and chi-square were used to test the two hypotheses for the study.

4.0. Data Analysis
4.1 Demographic Information
Demographic Data on Gender
Table 1 below indicates that 60% of the respondents are male, while 40% are female, it is therefore concluded based on the majority of the respondents are Male.

Table 1: Gender Distribution of Respondents

Gender	Frequency	Percentage
Male	58	60%

Female	39	40%
Total	97	**100**

Source: Field survey 2024

Demographic data for Religion
Table 2 shows that 56% of the respondents are Christians, 28% are Muslims, 16% are Traditionalists, and 0% are others; therefore, the majority of the respondents were Christians.

Table 2- religion distribution of respondents

Religion	Frequency	Percentage
Christian	54	56%
Islam	27	28%
Traditional	16	16%
Others	0	0
Total	**97**	**100**

Source: Field survey 2024

Demographic Data for the Education
It is obtainable from the table 3 that 13% of the respondents have SSCE/GCE/NECO, even though 20% have NCE/OND, whereas 42% have a first degree or HND, and also 25% have an MBA/MSC. It is therefore concluded, based on the majority, that the respondents have HND or BSC.

Table 3: Educational Qualification Distribution of Respondents

Educational	Frequency	Percentage
SSCE/GCE/NECO	13	13%
OND/NCE	19	20%
HND/BSC	41	42%
MBA/MSC	24	25%
Total	**97**	**100**

Source: Field survey 2024

Demographic Data for Marital Status
It is accessible from Table 4 above that 34% of the respondents are single; meanwhile, 53% are married, although 5% are already divorced and 8% are widows. The researcher concluded, based on theory and numbers, that the respondents were married.

Table 4: Marital Status Distribution of Respondents

Marital Status	Frequency	Percentage
Single	33	34%
Married	51	53%
Divorced	5	5%
Widow	8	8%
Total	**97**	**100**

Source: Field survey 2024

Demographic data of Age
Table 5 shows that 11% of the respondents are under the age of 18, as well as 20% of the respondents between ages 18 and 24; in addition, 28% are between the age of 25–34; furthermore, 16% are aged 35–44; however, 9% of the respondents are ages of 45–54; and while 7% are 55–64, although 8% of the respondents are 65 and above, based on the numbers, it is therefore concluded that the respondents are within the age of 25–34.

Table 5: Age Distribution of Respondents

Age	Frequency	Percentage
Under 18	11	11%
18-24	19	20%

25-34		27	28%
35-44		16	16%
45-54		9	9%
55-64		7	7%
65 above		8	8%
Total		**97**	**100**

Source: Field survey 2024

Demographic data on Ethnicity
Table 6 indicated that 57% of the respondents were Yoruba, 20% were Hausa, and 24% were Igbo. Based on the numbers, the majority of the respondents are Yoruba.

Table 6: Ethnicity Distribution of Respondents

Ethnicity	Frequency	Percentage
Yoruba	55	57%
Hausa	19	20%
Igbo	23	24%
Total	**97**	**100**

Source: Field survey 2024

Demographic data of Occupation
Table 7 shows that 10.3% of the respondents were students; also, 42.4% were self-employed, although 0% were unemployed; 32.9% were Civil servants; and 14.4% were retirees.

Table 7: Occupation Distribution of Respondents

Occupation	Frequency	Percentage
Student	10	10.3%
Self-employed	41	42.4%
Unemployed	0	0
Civil servant	32	32.9%
Retiree	14	14.4%
Total	**97**	**100%**

Source: Field survey 2024

Demographic data by location
Table 8 illustrates that 40% of the respondents resided in Akure, 32% were residents of Owo, and 27% were based in Okitipupa. Therefore, the majority of respondents used for this research reside in Akure.

Table 8: Location Distribution of Respondents

Destination	Frequency	Percentage
Akure	39	40%
Owo	32	33%
Okitipupa	26	27%
Total	**97**	**100**

Source: Field survey 2024

Demographic data by Category of Respondents

The above table shows that 63% of the respondents were event planners and 37% were Hotel staff; therefore, the majority of the respondents for this research were event planners.

Table 9 Categories of Respondent

Categories of Respondent	Frequency	Percentage
Event Planner	61	63%
Hotel Staff	36	37%
Total	**97**	**100**

Source: Field survey 2024

4.2 Objective 1: To ascertain the challenges faced by event management in some selected hospitality outlets in Ondo State.

The table above shows that 75% of the respondents are of the view that they had organized an event in the hospitality industry, also,

24% have not organized any events, although, 84% claimed that government policy is one of the challenges faced by event management and 16% disagree, however, 77% said budgeting, finding the right venue, managing logistics, coordinating with vendors and suppliers, and marketing the event are part of the challenges faced by event management, when 23% had different opinions, meanwhile, 91% of the respondents are of the view that insecurity contributing to the challenges faced by the hospitality industry and 9% said no, furthermore, 94% stated that they have experienced challenges with managing event logistics such as catering, transportation, accommodation, and entertainment and 6% of the respondents said they have not.

Table 10: Challenges faced by event management of hospitality outlets in Ondo State.

Questions	Yes	Percentage	No	Percentage
Have you ever organized an event in the hospitality industry?	73	75%	24	25%
Is government policy one of the challenges faced by event management?	81	84%	16	16%
Do you think budgeting, finding the right venue, managing logistics, coordinating with vendors and suppliers, and marketing the event are part of the challenges faced by event management?	75	77%	22	23%
Is insecurity contributing to the challenges?	88	91%	8	9%
Have you ever experienced challenges with managing event logistics such as catering, transportation, accommodation, and entertainment?	91	94%	6	6%

Source: Field survey 2024

4.3 Objective 2: To investigate how these challenges affect the growth of the hospitality sector of the economy
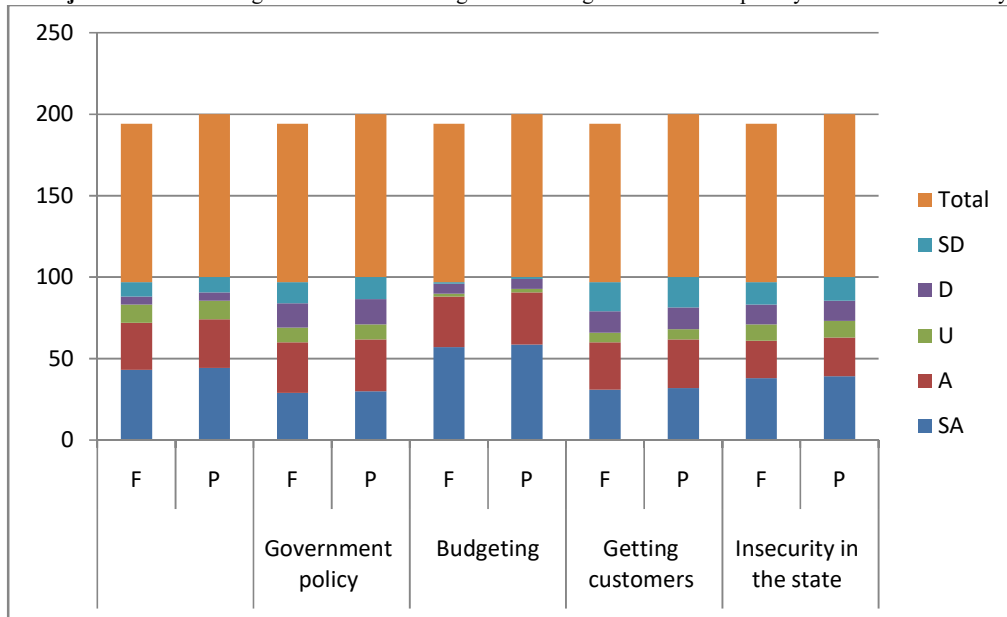
Source: Field survey 2024

Figure: showing the chart of the challenges that affect the growth of the hospitality sector of the economy
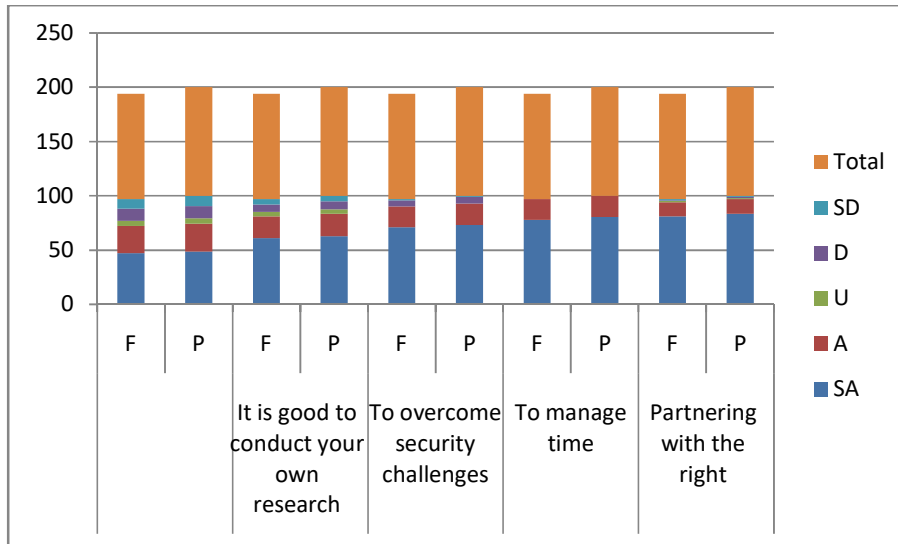
The figure above shows that 44% of the respondents strongly agree that they had trouble planning logistics for an event, such as food, transportation, lodging, and entertainment, while 30% agree, although 11% were undecided, 5% disagree and 9% strongly disagree. Similarly, 30% of the respondents strongly agree that Government policy contributes to the reasons why event management is not working and contributes to the economy of the state. Meanwhile, 32% agree; also, 9% prefer to remain undecided; however, 15% disagree and 13% disagree.

Furthermore, 59% strongly agree that Budgeting, finding the right venue, Managing logistics, Coordinating with vendors and suppliers and marketing the event posed a lot of difficulty for the growth of event management, in addition, 32% agree, and 2% were undecided, moreover,, 6.185567% disagree, in another hand 1.030928% strongly disagree, but 32% of the respondents strongly agree that Getting customers affects the hospitality industry and its growth within the economy, but 30% agree, when 6% were undecided, however, 13% disagree and 19% strongly disagree, lastly 39% strongly agree that Insecurity in the state has done more harm than good to the hospitality industry, but 24% agree, while 10% were undecided though 12% disagree, in conclusion, 14% of the respondents strongly disagree.

4.4 Objective 3: To identify all possible methods for overcoming or reducing the challenges encountered in event management.

Source: Field survey 2024

Figure 2 shows the chart that identified all possible methods for overcoming or reducing the challenges encountered in event management.

The above chart in Figure 2 illustrated that 48% of the respondents strongly agreed that to overcome the challenges of event management when running out of budget, it is important to map out the budget line by line and include a cushion! Inevitably, some costs will change, and there will be unexpected add-ons; however, 26% agree, meanwhile, 5% are undecided, 11% disagree, and 9% strongly disagree; furthermore, 63% strongly agree that it is good to conduct your research and also ask your trusted network of colleagues and business partners for referrals when choosing the right vendors. 21% agree, whereas 4% are undecided. However, 7% disagree and 5% strongly agree, although 73% strongly agree that to overcome security challenges, it is good to assess security
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risks, keep security visible, create security checkpoints, match IDs to registration information, keep private events private, develop an emergency plan, and screen your staff., though 20% agree, with 0% undecided; meanwhile, 6% disapprove and 1% strongly disagree.

In addition, 80% strongly agree that to manage time, event planners should create a timeline month in advance and make sure that every item has a responsible party, and a deadline, and 20% agree; however, 0% were undecided, 0% disagreed, and 0% strongly disagreed. Furthermore, 84% strongly agree that Partnering with the right service provider can help event planners access structured training programs that ease the learning curve and familiarize them with virtual event best practices 13% agree; however, 1% were undecided; moreover, 1% disagree, and 1% of the respondents strongly disagree

4.5 Test of Hypotheses
4.5.1 Hypotheses One
H_0: There is no significant difference between the challenges of event management and the development of the hospitality industry.

Response	Observed N	Expected N	Residual
Agreed	32	33.3	6.8
strongly agreed	47	33.3	16.8
Disagreed	6	33.3	-7.3
strongly disagreed	12	33.3	-16.3
Total	**97**		

Test Statistics

	There is no significant difference between the challenges of event management and the development of the hospitality industry.
Chi-Square	19.331[a]
Df	3
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 33.3.

Decision rule:
The researcher therefore rejects the null hypothesis that states There is a significant difference between the challenges of event management and the development of the hospitality industry as the

calculated P value of 19.331 is greater than the critical value of 7.82

Therefore, the alternate hypothesis is accepted that states that there is no significant difference between the challenges of event management and the development of the hospitality industry.

Hypotheses two

H₀: There is no significant influence of event management on the current trends in the hospitality industry.

Response	Observed N	Expected N	Residual
Yes	63	44.3	28.7
No	29	44.3	-11.3
Undecided	5	44.3	-17.3
Total	**97**		

Test Statistics

	There is no significant influence of event management on the current trends in the hospitality industry..
Chi-Square	28.211[a]
Df	2
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 44.3.

Decision rule: The researcher therefore rejects the null hypothesis that states there is no significant influence of event management on the current trends in the hospitality industry as the calculated value of 28.211 is greater than the critical value of 5.99

Therefore, the alternate hypothesis is accepted that states there is a significant influence of event management on the current trends in the hospitality industry.

5.0 Summary, Conclusion and Recommendation
5.1 Summary

The study examined that the majority of the respondents opined that the hospitality industry faces enormous challenges during the planning and the management of an event, these challenges range from the budgets, insecurity, government policies etc. Meanwhile, proper event planning and management has great socio-economic importance by creating employment, promoting of local economy, provision of taxes to various levels of government, and enhancing local participation which can invariably improve the nation's GDP.

5.2 Conclusion

The study concluded that the hospitality industry can significantly develop at an interesting pace if events are properly planned, organized and managed without challenges as identified in this study. For instance, if security challenges can be dealt with, favourable policies are implemented and people are encouraged to invest in event establishment, there will be accelerated growth in the hospitality industry.

5.3 Recommendation
Considering the response obtained from the respondents, the study therefore recommends the following:
I. Events planning, implementation and management require the services of an expert in the field of tourism and hospitality industry who is professionally trained as an event planners

II. Event planning and management requires teamwork for strategic decision-making.
III. Government should endeavour to provide a good security network to fight against any form of insecurity.
IV. Government at all levels should make a friendly policy that will encourage individuals to invest in the event management aspect of the hospitality and tourism sector of the economy.

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