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**AN EVALUATION OF TOURISTIC FACILITIES AND  
ATTRACTIONS WITHIN THE SOUTHWEST REGION OF  
CAMEROON**

**Case Study: Hotel Chariot in Buea**

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**ABSTRACT**

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<p>Cameroon is blessed with many touristic features and is called 'Africa in miniature' with lots of tourist attractions, such as, natural features like deserts, beaches, mountains, savannas, green vegetation and rainforests. Accommodation and touristic attractions are the measure phenomenaa within the tourism industry in the Republic of Cameroon. The accommodation sector has developed and kept improving tremendously within the past decades and up till present. The objective of this research work was to find out and evaluate the touristic facilities and attractions within the Southwest Region of Cameroon as an example, and furthermore to study how Hotel Chariot is and has been carrying out a good marketing in its sector in terms of publicity.</p> <p>The aim was also to know how the Hotel feels about being known to the world most especially Cameroon and Buea in particular. This thesis revealed that the Hotel Chariot Complex, Buea, remains committed to maintaining positive attitudes, as well as providing exemplary services and superior accommodations. Similarly, they remain very committed to providing exceptional and first class services with a smile to their guests. It is highly recommended that Hotel Chariot should employ training staffs which will manage the industry well. Furthermore, full powers should be given to all its managers and a particular individual should not be responsible for decision making, for such practices It is also recommended that the proprietor should employ more controllers and also have partnerships with international hotels and companies.</p>		

<b>Key words</b> Accommodation, Cameroon, Chariot, evaluation, facilities, Hotel, Southwest, qualitative research
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## **ABSTRACT**

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## LIST OF ABBREVIATIONS

GM – General Manager

HRO – Human Resource Officer

OM – Operation Manager

PRO – Public Relations Officer

BM – Bar and Restaurant manager

FM – Front desk Manager

PLO –Procurement and Logistic Officer

TS – Technical Supervisor,

HS –Housekeeping Supervisor

CC – Chief Cook

CO –Conference Officer

SLO – Sport and Leisure Officer

SECO – Security Officer

SK – Store Keeper

DR I – Driver N° 1

DR II – Driver N° 2

DR III – Driver N° 3

## **1 INTRODUCTION**

Lodging or accommodation can be defined as an environment, place or homes where people or families come for a shorter or longer stay. It is becoming one of the largest and fastest growing sectors in the tourism industry all over the world. Looking at statistics, almost 173 000 people were employed in hotels and other lodging operations in Canada in the year 1997. Between 1986 and 1996, accommodation services experienced a growth of 39% all over the world. Some of the reasons for this will be discussed in the following.

( Page, S. 2009)

Demand is extending beyond traditional seasons, e.g. conferences during the summer at ski resorts. There is also growth of large chains and increased interest in vacation or time-share concepts. In other words, there is increased interest in most countries. Accommodation plays a role in terms of tourists visiting a particular area or region. With little exception, after a tourist has traveled from one country to another, he/she needs a resting place for relaxation, entertainment and leisure for his/her period of stay in a particular area. Accommodation plays a great role in the economic aspect of a touristic country both nationally and internationally. Throughout this report the author of this thesis has attempted to evaluate how this service is practiced in Cameroon. (Cooper, Fletcher, Gilbert & Wanhill 2008, 23.)

### **1.1 The scope of the study**

There are few accommodation services in Cameroon. It can be said that the reason for this is obvious. Cameroon is facing lot of new challenges now due to a high increase rate of tourists entering the country. The government seems to do little as far as this is concerned. Also the interest rates in most banks are very high, which discourages investors who can build hotels to cater for this influx of tourists. The few hotels that exist are expensive. There is a limited number of good standard hotels to accommodate tourists and visitors especially during events and festivals.

The findings of this study will contribute enormously to the existing literature on the importance of this sector in Cameroon. This will awaken the stakeholders to understand and give good solutions on how to improve the sector.

## **1.2 Objectives of the study**

The hospitality industry is an important pillar in every country's economy. While other countries are good at promoting the sector, Hospitality as it sounds, cares and acts as a main profit-generating industry in many developing areas in the world and is accountable for a major portion of the national economic development. Various factors of the hospitality management industry bring visitors, both national and foreign, making millions of opportunities for income for the country.

In this thesis, the qualitative research method is the source of finding for the thesis, and furthermore, presents the result in the form of recommending. This thesis comprises some facts about the hospitality management business that will help the student of the hospitality industry and Hotel Chariot Buea to develop for the future. The main purpose of this thesis is to carry out an in-depth study of the various ways of accommodation services in the Southwest Region and how they are managed in order to analyze the level of performance of Cameroon in terms of touristic services rendered in the area of the accommodation sector with Hotel Chariot as case study. Furthermore, this thesis aims to investigate how the sector can be improved upon by carefully searching for the best strategic methods.

The purpose of this study is furthermore to help bring in new customers and tourists to this region of the country which has many attractions, who are not aware of a four star hotel in the Southwest Region. At the end of the study, conclusions can be drawn and recommendations made to improve the sector in Cameroon.

The thesis intends to develop a strategic accommodation service plan for Hotel Chariot, which will start by appraising their current level of service, and then turning to its strengths and weaknesses and the positive ways of improvement and also important remarks were deemed necessary. With information on the current position within my reach, the thesis

will further propose service plans to Hotel Chariot on how to improve the marketing system.

### **1.3 Limitations of the study**

Every research work faces one kind of limitation or the other, as these problems can hinder the desired result and this can affect the main aim of the study. Some of the expected limitations to this study can be in the area of the researcher not possessing sufficient data that can aid her in reaching a conclusion. Unwillingness to proffer the right answer or exaggerated response is another limitation that may be encountered when, for example, conducting the interviews.

This study will focus on accommodation and services offered in Cameroon (Southwest Region). The focus will be within the tourism industry for international and local tourists who want to spend some nights in a hotel. Since all studies have some limitations, so does this one. This study will highlight the weaknesses; strengths and it will not condemn any services at hotels, but will rather explore what should be done to make the industry a success during unique activities such as the Mt Cameroon race of hope.

Moreover, distance is also a great factor in thesis writing mostly in international students since they have to write about their home country. The researcher studies in Finland. Other things being equal, distance might be a disturbing aspect in getting to the root of the research method.

The limitations mentioned above are measurable considering the facts, which the author has already put in some efforts to overcome. Concrete measures are put in place in order to make sure the researcher travels to the case study area to overcome the problem of distance in carrying out the survey, and also to prepare some vital documents in order to convince the respondents to cooperate efficiently towards the success of the research work

## 2 ACCOMMODATION SERVICES

An accommodation establishment provides lodging on a short-term basis. Accommodation often provides a number of additional guest services, such as a restaurant, bar, a swimming pool and childcare. Some hotels have conference services and encourage groups to hold conventions and meetings at their location. Cameroon is one of the most famous countries in the world when it comes to peace and sporting activities like football with well-known names like Roger Milla, Rigobert Song, Thomas Nkono and the highest paid world player at the moment, Samuel Eto'o who plays with Anzhi Makhackala in Russia. Furthermore, visitors (tourists) come to Cameroon to witness the Eto'o competition or to see the country where the world's highest paid player hails.



GRAPH 1. The location of Cameroon on the world map and its flag (adapted from lonelyplanet.com)

Cameroon is a bilingual country where the people speak the French and English languages. The French and English Cameroon merged in 1961; the Republic of Cameroon has enjoyed stability permitting the fast development of petroleum industry in Limbe, roads and railways. Despite the slow pace in political reforms or towards democratic reform for the past 30 years, the political power is still maintained by (CPDM) Cameroon People democratic movement Which is the ruling political party with Paul Biya as the head of state and head of government. For 30 years Cameroon has not had any change when it comes to political power shifts, but has relative peace. She is known as the second largest



tourist market in Africa and after the Arab uprising in Tunisia took a slowdown in tourism in Tunisia, many tourists have preferred to visit Cameroon in Africa due to its stability when it comes to politics and good security measures at its attractions.

The accommodation and tourism sector in Cameroon is a growing but relatively minor industry. Since the 1970s, the government of Cameroon has cultivated the industry by creating a ministry in charge of tourism and by encouraging investment by airlines, hotels, and travel agencies. The government describes the country as "Africa in miniature", promoting its diversity of climate, culture, and geographical attractions. (Nkengeh, T.2010.)

Buea is a known tourist destination in the South west Region of Cameroon as there are different tourist attractions in the city. The city is also a business or commercial town which receives numerous amounts of visitors as different kinds of people come there every week to do their various businesses of buying and selling. This Region is the capital of the South west. Staying the night in this region is very entertaining because of the availability of cheap, affordable and decent accommodation. The region is just about a 20-minutes drive away from the Limbe botanical garden and the sea shore which most tourists visit. Therefore, the need for more accommodation services should be emphasized, and the investors and business moguls in the accommodation industry should seize this opportunity and look at this city and try to invest in the area of accommodation as it keeps growing in population. (Tourism in Cameroon 2003)

The present trends of the tourism and hospitality sector in Cameroon can be said to be progressive, as it generates the larger part of revenue that sustains the country. Cameroon as one is no exception though the sector in Cameroon is still lacking in terms of development it is still progressing after she gained her independent in 1961. (Cooper et al. 2008, 4) Cameroon has been depending on the petroleum sector and been negligent on its tourism sector till recently when the government identified tourism as a strategic venture which is now boosting the economy of the Republic of Cameroon. Furthermore it is also advantageous developing products and services in the country to attract many tourists and visitors, both domestic and international Improving Cameroon tourism. (Stephen, J. 2008).

## **2.1 Accommodation classification**

Accommodation classification is the process in which accommodations are divided into classes, grades or categories, with this division accommodations are identified with the setting of criterion and standards in its lodging (Cooper et al. 2008, 356). No international classification has been adopted yet though attempts have been made for international recognition but still there is no recorded achievement. Moreover, countries have been rated with a single community or public standard, for example Belgium, Germany, Austria, Italy approved theirs by the respective hotel industry association. Star using L in France stands for Luxurious and was later modified to the 5-star system, while South Africa and Namibia, the Tourism council has made concrete decisions for hotel types accepting up to 5 stars. (Cooper et al. 2008, 356.)

## **2.2 The reason for the accommodation development**

The most important need for tourists is having a place to rest, making tourism incomplete without the accommodation sector with the lack of which it would be difficult to improve the tourism industry even in the most beautiful environment in the world. (O'Fallon, Denney & Rutherford 2010, 34.)

Accommodation holds a vital position in advertising any tourist destination. It is noticed in a condition where persons, quite far from home, tend to enjoy the same facilities and comforts they enjoys in their home. They therefore attach themselves to that place. On the contrary, if the satisfaction level is poor, it is obvious they might never return to the same place. Though there are more expensive hotels to cater for the need for wealthy persons, more important is that there are small- and medium-rated hotels and lodging houses available to cater for the need of tourists with less income. (Suman 2012.)

The idea of developing accommodation in a particular area is encouraged by steady improvement in the creation of social amenities and good infrastructures in the area in

question. These constructions, coupled with attraction in the destination bring about the development and high standard of tourism in the area. The reason of using infrastructure to develop accommodation in a destination happened to be a gradual and relented process. Physical and material improvement in the ‘accommodation’ infrastructure would help to improve attractions and accommodations relations among the local people. Community was revealed to be the major factor to modern tourism. (Godfrey & Clarke 2000, 3).

Furthermore, communities were the basic element in the supply of accommodation, catering, information, transport facilities and service. The interaction goes on, with an increase level of inflow of tourists continue to be on the increase, included with the fact that accommodation is in place, the local people would start to bring up ideas of setting up tourism businesses such as hotels, restaurants, motels just to name a few.

Now the destination becomes popular and attractive giving room to more tourism businesses and tourist coming in which in turn encourages tourists to the area. Making the process of tourism to develop in continues, as a call of concern, government and cooperate bodies (private individuals) would start to pick interest in the areas thereby investing a huge amount of money to develop, maintain, sustain and retain the destination as a major tourist region. (Hotel Inns self catering & campus accommodation)

### **2.3 The importance of accommodation**

It is obvious that people spend their vacations commonly now in quiet places like holiday inns or hotels. Most often people like to spend good and relaxing moments with their families and friends while at the same time exploring various tourist places across the globe. Due to these reasons the tourism industry across the globe has seen an unprecedented growth, which in turn has also resulted in a tremendous growth in the hotel and accommodation sector. Well-constructed and comfortable hotels and accommodation facilities plays a very important role in popularizing any tourist destination. If a person is quite far away from home, and gets to enjoy the same facilities and comforts as he/she enjoys at home with family or friends, then he/she becomes attached to the place, which is giving him/her comfort. Vice versa, if the tourist ends up at a place where the hotels and accommodation facilities are not satisfactory and bad to him/her or her, it is quite likely

that he/she might never return to that place and can discourage more guests and friends from travelling there too. (Suman 2012.)

In a nutshell, hotels and accommodation facilities being made available at different tourist spots have expanded their focus on providing maximum comfort to tourists at reasonable rates. It is vital to provide comfortable accommodation to people from diverse economical backgrounds. While four-star Chariot hotels (Buea) cater for the needs of affluent visitors and make them happy by making them feel at home, small and medium rated hotels and lodging houses are available for use for middle class travelers who cannot afford to stay in expensive hotels. Blog reviews are also vital so that information about all the accommodation facilities and hotels available in a particular tourism destination is available to people quite easily. For this, there can be no better option than the internet which is the fastest means of advertising in the 21<sup>st</sup> century, as most tourists gain information about the hotels and accommodation facilities through this medium only. The other ways are by making booklets containing information about the hotels and accommodation facilities available at trains and bus stations. (Michael J. O'Fallon & Denney G. Rutherford 2010, 35).

The information provided to the tourists should be detailed and correct. It should contain the information related to room rentals, types of rooms, catering services, check out times, pick and drop facilities etc. Additional information about the significant tourist spots in the area can also be provided both on the web as well as in the booklets, to promote not only the hotel but the tourist spot as well. (Cooper et al. 2008, 351.) Goods and services, accommodation and hotel services vary as do the many business travelers and families they accommodate. The industry includes all types of lodging, from luxurious five-star hotels to youth hostels and RV (recreational vehicle) parks, which many provide simply a place to spend the night; others cater to longer stays by providing food service, recreational activities, and meeting rooms. (Hotel Inns self catering & campus accommodation)

Motels and hotels comprise the majority of establishments in this industry. They are generally categorized as offering either full-service or limited service. Full-service properties offer a variety of services for their customers and guests, but they almost always include at least one or more restaurant and beverage service options other than self-service—from coffee bars and lunch counters to cocktail lounges and formal restaurants.

They also usually provide room service. Larger full-service properties usually have a variety of retail shops on the premises, such as gift boutiques, newsstands, international shops and drug and cosmetics counters, some of which may be geared to an exclusive clientele. Furthermore, a number of full-service hotels offer guests access to laundry and valet services, swimming pools, beauty salons, cars, and fitness centers or health spas. A small — but growing — number of luxury hotel chains also manage condominium units in combination with their transient rooms, providing both hotel guests and condominium owners with access to the same services and amenities. (Cooper et al. 2008, 357.)

All big hotels often have banquet rooms, exhibit halls, and spacious ballrooms to accommodate conventions, business meetings, wedding receptions, and other social gatherings. Conventions and business meetings are major sources of revenue for these properties. Some commercial hotels are known as conference hotels—fully self-contained entities specifically designed for large-scale meetings. They provide physical fitness and recreational facilities for meeting attendees, in addition to state-of-the-art audiovisual and technical equipment, a business center, and banquet services. Hotels can also be graded based on a distinguishing feature or service provided by the hotel (Cooper et al. 2008, 352.)

Conference hotels provide meeting and banquet rooms, and usually food service, to large groups of people. Resort hotels offer luxurious surroundings with a variety of recreational facilities, such as swimming pools, golf courses, tennis courts, game rooms, and health spas, as well as planned social activities and entertainment. Resorts typically are located in vacation destinations or near natural settings, such as mountains, seashores, theme parks, or other attractions. As a result, the business of many resorts fluctuates with the season. Some resort hotels and motels provide additional convention and conference facilities to encourage customers to combine business with pleasure. During the off season, many of these establishments solicit conventions, sales meetings, and incentive tours to fill their otherwise empty rooms; some resorts even close for the off-season. (Cooper et al. 2008, 352).

## **2.4 Limited-service hotels**

These are freestanding properties that do not have on-site restaurants or most other amenities that must be provided by a staff other than the front desk or housekeeping. They usually offer continental breakfasts, vending machines or small packaged items, Internet access, and sometimes unattended game rooms or swimming pools in addition to daily housekeeping services. The numbers of limited-service properties have been growing. These properties are not as costly to build and maintain. They appeal to budget-conscious family vacationers and travelers who are willing to sacrifice amenities for lower room prices. (Stephen, J. 2008.)

Extended-stay hotels typically provide rooms or suites with fully equipped kitchens, entertainment systems, office space with computer and telephone lines, fitness centers, and other amenities. Typically, guests use these hotels for a minimum of five consecutive nights, often while on an extended work assignment or lengthy vacation or family visit. All-suite hotels offer a living room or sitting room in addition to a bedroom. (Stephen, J. 2008.)

TABLE 1. Reasons for overcrowded accommodation in southwest region of Cameroon

<b>CULTURAL CELEBRATIONS</b> - Festivals - Religious events - Bakweri end of year - Liebialem end of year	<b>SPORT COMPETITIONS</b> - Professional -First division -Eto'o competition -Second division -Brasseries and Guinness	<b>PRIVATE EVENTS</b> -Personal Celebrations -Anniversary like birthdays -Family holidays -Funeral -Engagement parties -Marriages
<b>ART/ENTERTAINMENT</b> - Concerts - Other performances - Exhibits - Award ceremonies	<b>EDUCATIONAL AND SCIENTIFIC</b> - Seminars, Workshops - Clinics - Congresses - Interpretive events	<b>SOCIAL EVENTS</b> Parties, galas Night clubs
<b>BUSINESS/TRADE</b> - Fairs, Markets, Sales - Expositions - Meetings and Conferences - Publicity events - Fund-raiser events	<b>RECREATIONAL EVENTS</b> -Games and Sports for fun - Amusement events	

The table above illustrates the fact that the Southwest Region of Cameroon is a region that is known for hosting different types of events all year round, and they range from cultural celebrations, sporting events, private events, art and entertainment and business and trade events. The hosting of these events, whereby some of them take place simultaneously, has made the availability of accommodation services a scarce resource as these accommodations are always in limited supply to visiting tourists and guests.

## **2.6. Accommodation types in the Southwest Region of Cameroon.**

The following sub-chapter explains some of the accommodation types within the accommodation sector and the various services offered by these to the customers or tourists. A hotel normally has at least 20 letting bedrooms, of which most have unsuited or private facilities like the nightclub, gym, the game hall and the swimming place. They serve breakfast, dinner and, normally, lunch, and they usually have a drinks license (it may be a restricted one). The motel is normally a resting place for tourists or visitors who have traveled a long distance and need to rest for a while. Most motels in Cameroon do not offer eating services but accommodation alone. A Bed and Breakfast (B&B) is offered when the guests can be accommodated at night in private bedrooms or if he/she requests room services, which is also known as BB (which may or may not have private bathrooms). Breakfast is included in the price (generally either continental or full-English). Other meals may be available by arrangement. The business may be run as a secondary occupation. Hostel (or backpacker hostel) establishment is aimed at the budget traveler. Bedrooms are in a dormitory style (shared) and bathrooms are shared, although private bedrooms may be available. Light meals may be available in addition to the room rate. (Weiermair 2009, 15-16)

A guesthouse is a private apartment or house, which is built specially for guests or customer relaxation, exclusive use of guest accommodation. The hotel is the biggest type of accommodation in terms of services and facilities offered. The on-site restaurant and other facilities are more accessible to the public than in the other accommodation types. A wide range of guest services is available, such as room service. There is typically a common reception area, and rooms generally open directly onto a hallway. The on-site restaurant and other facilities are more accessible to the public than the other accommodation types. (Cooper et al. 2008, 357.)

A lodge is an accommodation facility, which is located and designed to optimize the feeling of being closely in touch with nature. In a lodge, the building style should feature natural materials and coloring such as wood, stone and thatch. An outdoor experience should be offered at the lodge, such as guided walks, game drives etc. A resort consists of a spread out collection of single or double story accommodation units. It is similar to a hotel



in that it offers a wide range of facilities. Units may be rented and available on time-share. Also a camping area may be included in the resort. (Accommodation types 2008 )

A self-catering establishment may be primarily one of the other accommodation types, but also offers dedicated self-catering facilities. The unit should feature a fully equipped kitchen to cater for the maximum people to be accommodated (including fridge, stove, cutlery, crockery, cooking utensils, cleaning equipment). The kitchen should be for the exclusive use of the guests, and not shared. A private home is not dedicated for full time occupation of guests, but is a private house or apartment, which is temporarily available for rental, often during peak tourism seasons it is available for visitors. (Cooper et al. 2008, 348).

Campus accommodation is mostly common in student residential areas like hotel-style facilities designed for longer periods of stay for students. In addition, some campuses include permanent hotel-style facilities, which have been well designed, for short stays for visitors such as those attending seminars on campuses. Inns are accommodation within a traditional inn or public, which offer bed and breakfast. The bar and restaurant is open to non-residents, and provides food at lunch time and in the evening. The international resort hotel is a hotel with a 5-star quality award that has a range of leisure and sporting facilities. These include an 18-hole golf course, swimming pool and leisure centre, and country pursuits. (Dolak,2010.)

### 3 HOTEL CHARIOT IN BUEA

Chariot Hotel, Buea occupies a very unique position within the marketing environment with numerous opportunities for growth and expansion.



GRAPH 2. A panoramic view of Hotel Chariot

Graph 2 above shows the front view of Hotel Chariot as it overlooks an expanse of forest land which is another form of attraction for guests that love nature. This hotel is among the very few hotels in Cameroon that fall within the 4 and 5\*\*\*\*\* (star) category, this hotel is most certainly a first class and top rated hotel within the Southwest Region. Growth and expansion is always commendable for any organization, but it must be matched by increasing business as well. In order to maintain a leading position as well as remain ahead of competition, it is perhaps necessary to revisit the Hospitality Strategic Management model. This model suggests that in order to remain ahead of competition an organization must realize that; they occupy a strategic position within the marketing environment; making strategic choices and decisions and translating these strategic choices and decisions in to a strategic marketing plan. The principal objective of this report remains the boosting of the hotel's annual occupancy rates to between 40 to 50%. This will be examined against the backdrop of the Hospitality Strategic Management model.

Hotel Chariot is an establishment that has been classified by the Ministry of Tourism as a four-star hotel according to the norms of the World Tourism Organization with all the facilities needed for comfort. It was constructed in 2007 and went functional in December 2009, which presently (2012) is the only four-star hotel in the Southwest Region. Chariot Hotel Buea is a private limited company owned by Mr. Micheal Nkeng. Furthermore, the hotel has 48 lodging rooms in total, 4 suites, and 1 presidential suite, it is located at approximately 750 meters from mile 17 Southwest Region of Cameroon. Their motto is: 'A place not far from home and a well secured packing space. (Chariot Hotel Buea 2012.)

This hotel is unique in its own way as it has 48 rooms altogether, most of them located in large spaces at the second floor, with a high quality of equipment such as a flat screen TV set and wireless Internet connection. The rooms are divided into four different categories: the presidential suite, the mini executive, the executive, prestige and the single suit. These are equipped with wooden furniture, according to the tradition of the territory. Typical fabrics of the Cameroonian culture and the design of the people have been used. All the rooms have modern comforts with air conditioning in the raining and dry seasons, bedroom with telephone and satellite TV.

Strictly linked to the reception of the hotel, each apartment is equipped with all the comforts, bathroom with shower, telephone, private parking. There is also a kitchen, a living room and a large bedroom, which can eventually welcome additional beds. All this creates a traditional atmosphere, which is welcoming and comfortable. There are, however, still major problems.

Even though the hotel is of high standard, the rooms are just 48 in number and cannot solve the problem of congestion. there are too few professional in the tourism industry in Cameroon, since Cameroon is still a developing country with limited schools on Hospitality management making the establishment to have limited professional workers to receive and entertain customers with high demands. Also, light or electricity is usually a big problem. The main aim behind the setting up of the hotel was to cater for the growing need of cheap, affordable and modest accommodation within and around the Southwest Region, as this has always been their goal and to render other services for the general comfort of their guests/customers, they have really done well in this area when it comes to accommodations, in Buea most especially which is the capital of the Region.( Chariot Hotel Buea)

The reception section is of standard and well equipped with the most recent electronics and state of the art gadgets, as they have all the latest software that facilitates booking and reservations. They also have wireless Internet service for the comfort of their guests and it is free of charge (Promotion Personal selling).

The bar is of high standard and always has in stock a variety of both red and white Italian wine and varieties of spirit and beverages for the comfort and enjoyment of guests and customers. The restaurant is of good standard and its menu is well stocked with different specialties of their chef, as it has all the modern furniture and fittings and can sit up to 500 persons at a particular time. At the head of any hotel establishment is a general manager who overlooks the enterprise and ensures that hotel operations meet the hotel service standards for maximum guest's satisfaction. But at hotel chariot the CEO is at the helms of affairs while the general manager and the controller are next in command, this is followed by the human resource manager who now oversees the heads and sub-heads of all the various departments. (Chariot Hotel Complex, Buea, Tentative Sales and Marketing Plan for 2012.)

### **3.1 Tentative sales and marketing plan for the Chariot Hotel Complex, Buea**

This plan is a tentative plan only. It is therefore open to critique, feedback, recommendations and revisions. This plan is written with the primary objective of increasing the hotel occupancy percentage from the annual 35% (approximately), to between 40 and 50%. Not wishing to circumvent the authority of anyone within the organization, the researcher decided to carry out some consultations with the Front Desk Manager as well as the Public Relations Officer. The insights provided by these two distinguished ladies have been vital for the realization of this sales and marketing plan. the researcher is thankful for their trust and confidence and it is an honor to be given this unique opportunity to present such a plan to the management team of the Chariot Hotel Complex. (Chariot Hotel Complex, Buea, Tentative Sales and Marketing Plan for 2012.)

## **3.2 Strategic position within the marketing environment**

### **3.2.1 Marketing environment**

Arguably there can be no doubt about the very unique position Chariot Hotel occupies within the marketing environment of Buea as well as the Southwest Region of Cameroon. Aside from the four star (4\*\*\*\*) status, the infrastructural design, ample room size and cleanliness and availability of a variety of meeting and conference facilities makes the hotel complex the first among equals or second to none, if you like. The prime location as well as the fact that the hotel is quite a distance away from the central business district of Molyko and the university area, are added bonuses to our guests. Sitting just at the foot of Mount Cameroon and about 50 to 150 meters away from the main Muea road, the hotel prides itself of having one of the cleanest air quality in town. For those seeking a more quiet time, away from the hectic nature of Molyko including higher levels of noise and air pollution, Chariot hotel presents the ideal option. (Chariot Hotel Complex, Buea, Tentative Sales and Marketing Plan for 2012.)

### **3.2.2 Target group**

Generally speaking, Hotel Chariot seeks to attract business and leisure guests as well as environmentally friendly tourists. The target group constitutes national and international guests as well as expats (which often include Cameroonians with foreign residence permits and or passports). Through the hotel website, Facebook and twitter the hotel could take measures for example tailored to attract the environmentally friendly tourist at home and abroad. Due to the recent increase in environmentally friendly tourism marketing Chariot as an environmentally friendly hotel, would go a long way to appeal to local and international companies that are sympathetic to the plight of the environment. The main target group of Hotel Chariot, however, remains government officials from Yaounde, and big national, transnational and international companies like Brasseries du Cameroun and Hysacam mainly from Douala. (Chariot Hotel Complex, Buea, Tentative Sales and

Marketing Plan for 2012.)

### **3.2.3 Making strategic choices and decisions**

First of all, at the heart of strategic choices and decisions are very effective and efficient customer-service-oriented employees ("the customer is the King"). Without proper customer service the classification of a hotel as a four or five star property is meaningless. Hotels could lead competition and achieve distinction through providing the adequate customer service that is due to the guest. More tips on going above and beyond guest expectations will be provided at the end of this report (see appendices). Secondly, there is a legitimate lack of marketable opportunities within the hotel Chariot complex especially given the 4\*\*\*\* status of the hotel. Such opportunities would certainly go a long way to enhance and promote the company image, the Chariot brand and name recognition at home and abroad. These marketable opportunities include hotel chariot souvenirs, gadgets, calendars, key holders, wine and beer openers, pens and plastic shopping bags (just to name a few) all carrying a Chariot logo on them. (Chariot Hotel Complex, Buea, Tentative Sales and Marketing Plan for 2012.)

Thirdly, through the organization of grand events the hotel could attract many potential guests. Such events have the potential to boost not only room sales, but also restaurant, bar, swimming pool and recreation, American shop and night club sales just to name a few business outlets within the hotel complex. The hotel could take upon the initiative to host 'Miss Beach Beauty Pageant' or 'Miss Mountain Beauty' which are events known the world for their ability to bring in lots of tourists and potential hotel guests. Fourthly, the hotel could look for more ways to get more involved with the local community by creating more partnerships and increasing the exchange of services between hotels and other businesses. Apart from the University of Buea, the hotel could partner with other institutions of higher education to promote their image and brand name. Other marketable opportunities here include gestures of goodwill within the local community. Such gestures could range from free clean-up campaigns to the offering of free periodic swimming lessons to members of the local community and the Southwest Region in general. Such and other events of goodwill would significantly increase the positive image of the hotel within the local community and inspire many people to recommend the hotel as the place to be in Buea. In

addition, sales promotion and complementary upgrades for frequent guests could help to greatly enhance and guarantee the long-term loyalty of the guest. (Chariot Hotel Complex, Buea, Tentative Sales and Marketing Plan for 2012).

Furthermore, with the exception of the presidential suite, all other suites within the hotel could be given theme names indicating specific milestones in life or celebrating some important personalities. Such theme names are obviously a more targeted method of marketing, in catering after the specific interests and wishes of the guests. These themed suites within the hotel would have the potential of bringing in a lot of guests looking for getaways to celebrate specific milestones in their lives. Common examples here include a honeymoon suite which could double as a suite for wedding anniversaries, a Nelson Mandela suite (with a portrait of the leader), a Japanese (with a portrait of a Kimono), Chinese (with a portrait of the Red Square), American (with American decor), or French (with a photo of the Eiffel Tower) themed suite as the case may be. (Chariot Hotel Complex, Buea, Tentative Sales and Marketing Plan for 2012.)

### **3.2.4 Strategic Marketing Plan**

The previously mentioned activities are all designed to boost hotel sales in general and hotel room sales in particular. Continuous education and training programs, for example, are vital to the enhancement of customer service and customer care. Promoting hotel chariot as an environmentally friendly hotel through the website, Face book and twitter has a large potential of appealing particularly to the environmentally friendly tourist (eco-tourist). While events such as beauty pageants has the potential of bringing lots of potential guests to the hotel, clean-up campaigns will generate a lot of positive reviews and create good and long-lasting relationships with the local community. Complementary upgrades of the hotel's frequent guests will help to engender even higher levels of guest loyalty. Incidentally, such upgrades equally have the effect of generating positive reviews of the hotel among clients. This naturally leads to guest referrals (as the hotel loyal guests will normally tell their friends that after visiting the hotel about ten times, they get an upgrade the next time they visit). Lastly, themed suites will not only improve upon the prestigious nature of the hotel as it will also give the hotel a historical touch. Asian, African, European

and American themed suites will go a long way to appeal to the different target groups in question as well as increase suite sales. (Chariot Hotel Complex, Buea, Tentative Sales and Marketing Plan for 2012.)

Assuming the scenario where each of the above measures lead to an 8% increase in room occupancy; therefore at the end of the year hotel Chariot could realize a 48% increase in annual occupancy on the current 35% annual average. Everything being equal, therefore hotel chariot could realize an annual increase on the current 35% to an average of between 70 to 80% (that would be in the best and most ideal of circumstances). In any case, if this plan is properly scrutinized and implemented, the Hotel Chariot complex could see annual occupancy levels rise to above 50%. This will certainly bring in more business and profits to other money making outlets within the hotel complex.

Tips for above and beyond customer service (Service with a smile and going the extra mile). Make eye contact when necessary, smile and greet the guest or employee immediately. Use the guests or employee's name or title. Escort guest or employees to their requested location when possible. Immediately approach a guest or employee who seems lost and offer assistance. Learn what is expected from your department so you can anticipate the needs of the guests and employees you service. Follow up on requests even if it is not a duty of your department. Do not say "I don't know" say "I'll find out." Do not appear hurried, even if you are busy. If unable to comply with guest's wishes, offer an alternative. Avoid negative expressions like "that is not my business." keep the Chariot Hotel Complex spotless. If you see something that is out of place pick it up. We are all part of Chariot Beautification committee. (Buttle, 2009.)

Act professionally in public areas at all times. Stand erect and avoid leaning against the wall or furniture. Always recommend the Chariot Hotel, restaurant, bar, gym, swimming pool, and shops to guest before suggesting other alternatives. Take "ownership" of guests' problems. Ensure the matter is resolved and that the guest is satisfied with your solution. Always respond to a guest request within ten minutes. Always answer the hotel phone within three rings. Know the services the hotel offers and the location of the banquet facilities and meeting rooms Go the extra mile! Remember we are part of ONE team and like an "ant hill" we all need to work together in harmony for the smooth running of operations. (Chariot Hotel Complex, Buea, Tentative Sales and Marketing Plan for 2012.)



### 3.3. Documents at the reception for customers

Hotel Chariot has documents available at the reception which all daily information's and activities are registered inside by all the workers and guest who comes in or goes out of the hotel, details about the documents continues below. The police book is a book in which detailed information about the customer is written and the police along with the registration form controls it. Only special police are authorized to check this book on daily bases at the Hotel. (Ratze, & Clarke, 2009,34)

The purpose by making them feel at home of such a document is to know if the management is lodging criminals at the hotel without knowing, plus it is a document that contains all the numbers of workers in the establishment in case of emergency. The visitor's register is a document where all visitors who come into the Hotel fill in their names including their positive and negative comments about the Hotel and also put their detail information which could be used to locate them easily like the e-mail address or phone number, the document can be found only at the Front desk which is the reception. The sign in and out key is a document especially designed for workers at the Hotel with its main aim to fill your name and the time which the key was collected by you and also your signature and also sign in the keys later using the same procedure: the reason behind the method is to be able to investigate if things go wrong at a particular moment in the sector. (Chariot Hotel Buea)

Additional services/facilities for tourists. Hotel Chariot also have room service, meeting/banquet facilities, laundry, barber/beauty shop, breakfast in the room, ironing services, souvenirs/gift shop, packed lunches, tour desk, and fax/photocopying. You will also enjoy their massage services in the able hands of their massage experts, Makossa dance music and swimming pool that are always operational for the comfort of visiting tourist and guest. (Chariot Hotel Buea)

Other services at Hotel Chariot are, for example: private car and bus parking, free shuttle service to and from the bus station and the Douala international airport in Cameroon, express check-in and checkout, safe deposit box at the reception for the use of guest, swimming pool with bar, garden for external tables, satellite TV, service left luggage office, and special rates for groups, companies and stays of long durations. Hotel Chariot is

pets friendly, as pets are allowed on request, without attracting any extra charge. And all children under three years of age stay free of charge when using existing beddings. (Chariot Hotel Buea)

The staff and personnel are well trained, very friendly and caring, because the comfort of the guest is their top most priority, as they try their best to see to it that their customers always leave satisfied, and this has really promoted the hotel in no small way, as a majority of their customers have been patronizing them for a very long time, the researcher testify to that fact as the researcher was once a guest in this hotel in May 2010, the researcher must say here that the researcher would love to still go back there again if the opportunity should arise. The organizational structure is something that is well defined and result oriented, as everyone knows what to do and what is expected of him or her. (Chariot Hotel Buea)

The environment of the hotel is well taken care of as the activities of the hotel are environmental friendly, the hotel management has made it a matter of importance to see to it that their guests/customers do not carry out activities that will impact the environment in a negative way, as they try to always preserve the environment. (Chariot Hotel Complex, Buea, Tentative Sales and Marketing Plan for 2012.)

The hotel management has put various security measures in place for the protection of guest and properties, as they have a safe deposit box were guests can deposit their valuables for safekeeping. They also have a resident security staff during the high season. The safety measures is also well spelt out, as there are fire alarms in every part of the hotel, there are also special emergency exits and fire extinguishers are strategically positioned in specific areas for quick effective response should the need ever arise. (Chariot Hotel Buea)

The services of the hotel are well marketed in various internet websites, like [www.hotelchariotcameroon.com](http://www.hotelchariotcameroon.com), [www.hotels.com](http://www.hotels.com) and [www.booking.com](http://www.booking.com) and other web pages. word of mouth is another efficient way the hotel is been marketed as the guests that have once visited there always tell others to always try and look the place up any time they are in such location. Other means of marketing are advertisements in the local electronic and print media, and also leaving their flyers and hand bills at various tourist information centers across Cameroon and the United States of America, neighboring countries like Nigeria and Ghana and other neighboring cities (George, 2009 p 10)

### 3.4 Facilities offered in Hotel Chariot (Buea)

Hotel Chariot offers facilities which meet the standard of the hotel which are Marbled tarred car park which is well covered from sun light or rain furthermore it has a space of 150 cars at a time. Free airport and around-town shuttle bus service Hotel Chariot has availability of airport picking meaning Hotel Chariot receives its international guest from the air port provided the guest gives his arrival time. Restaurant with International Dishes at hotel chariot, tourist from all over the world will have their meals with no exception. Well equipped Gymnasium, Swimming pool / Lawn tennis court Hotel Chariot has an ultra modern gymnasium with much sporting comfort to enable customers keep fit, reduce weight and improve on a beautiful appearance, Business center with American standard of goods sold at the shop moreover most goods at the chop is imported from United state of America, Internet center for guest and customer to have accessed to the world when they are out from their rooms which wireless connections are available an also guest who do not have laptops with them during traveling / a hair salon for guest to arrange their hair styles. Nightclub A night club is a section of the hotel which operates only at night. It is a place where people come in for pleasure and happiness. hotel chariot night club is called spyce night club. The club has many modern equipments like; flat screen computers, flat screen television sets, laptop for DJ to play music. Hotel chariot spend more money on the night club part in construction an also in entertainment during the night furthermore this is the most productive part in the hotel which brings in more income. Modern conference room with capacity up to a 500 equipped with simultaneous translation facilities for meetings. (Chariot Hotel Buea 2012.)

Nightclub (spyce Night club). As it sounds, a nightclub is an entertainment venue (place or hall) open later in the evening that stays open usually until the early morning hours. Nightclubs have their own various opening hours, which are, arranged by the tourism sector of the area. Chariot Hotel Buea has it open days from Thursdays till Sundays while a special day is call 'ladies night', were ladies above 18years of age enter for free. Nightclubs are usually located in urban areas or out of town. The music is played according to the age group of persons presently at the club. Food in nightclubs is often limited to appetizers and lighter fare such as chicken wings and nachos. These types of foods are popular, require minimum fuss and go well with alcoholic drinks. The food as well as the drinks served in nightclubs varies according to the clientele. Most hotels do not permit food to go to their

nightclub sectors since they have restaurant. A nightclub location should depend on where the target customer is located such as near bars that they also attend. Nightclub clientele may go to a bar first earlier the same night. Rather than just depend on one type of clientele, moreover many nightclub owners try to attract a mix of customers to ensure they can keep a full enough house to make a profit. For example, a nightclub may want to target officer workers, young professionals, tourists and college students (universities).

Open bar. Talking about an open bar, If you have been to a wedding or other large celebratory event like birthdays parties, chances are you were able to take advantage of an open bar services. It allows all guests to drink freely without having to pay. Guests enjoy being able to drink what they like, while hosts appreciate the convenience and also watching guests enjoy themselves by being happy. An open bar is generally paid for by whoever is hosting the event known as the sponsor. The catering, Accommodation Company, most likely includes the open bar as part of the catering package. In this case, guests will have to settle for the hall's choice of liquor brands. Sometimes the hosts will have to pay extra for their guests to enjoy high quality or "top shelf" liquors like Grants. (Chariot Hotel Buea)

The advantage and disadvantage of an open bar will be presented below the pros. Even guest who do not partake of alcoholic beverages will love being able to choose from an assortment of "virgin" drinks rather than the same old soda, juice or water. Guests can refill at their leisure. Instead of waiting for a server to come by, they can take it upon themselves to get their own drinks as desired. Guests can drink their favorite beverages rather than choosing from a limited menu. If their preference is for a certain brand of liquor or type of wine, this usually isn't a problem. (Chariot Hotel Buea)

The Cons: Most offend guest might over indulge due to the free will of drinking without paying. Nothing ruins a wedding like drunk, rowdy guests. Moreover, the host of the wedding can be liable if the guests are caught driving under the influence. Open bar might cost more money than having limited beverage options. Families with unlimited means, this might not be a problem. While that family that wants to throw a nice wedding but cannot afford top shelf liquor, it might be best to stick with limited beverage options. (Herzberg 2008, 163-167). Many invite a guest to spend their time around the bar instead

of being at the events of the wedding. The open bar is a convenience, while people should not take it as the main event.

Gymnasium. This is a large a free spacing room well designed and equipped for various sporting activities, according to Hotel Chariot all its customers who are lodging in the Hotel have the right of going to the gym for free. This hall is a place well designed to host events such as business conferences, meetings and seminars. Furthermore, it is mostly found in big hotels and convention centers which have modern facilities like laptops, audio-video amplifier with Dolby processor, DVD-player, VHS-player, documentation film camera, video projector, table microphone and wireless microphone system, computer, printer, copy machine and wireless Internet (Wi-Fi). (Chariot Hotel Buea)

Swimming pool are constructed areas filled with water used for swimming according to its size or shape using concrete on the ground where the water is either changed daily or weekly. Furthermore, there are two types of swimming pools: private and public. Private pools are used by a family or a few persons, while public pools as it sounds, means general which many persons can use. Such pools are common in health clubs, massage parlors, hotels and training centers why according to the British swimming pools became more common during the mid-19 century when diving boards were built in England.

Motivation, obviously, motivation is good both for the employers and employees of labor and it brings more productivity and decreases staff turnover. Research from job satisfaction theorist Frederick Herzberg which was reviewed recently by Harvard school of business, Herzberg proposed that employees' motivation has two main elements (hygiene and satisfaction in job). Furthermore, hygiene condition will be dissatisfying if they are delayed or absent in being handled properly by employers. Herzberg went further to explain that when an organization policy is unclear or unfair it is standing in the way of employee motivation. Thus employees want a fair salary to motivate their working skills. (Hertzberg 2008, 111-114.)

Hotel Chariot Buea has its principles where regular customers are given discounts in their bills as an indirect way of motivating its customers. Furthermore, workers are selected monthly with an increase in their salary according to the following caterers: good control,

behavior and he/she can sustain a certain behavior when it comes to his/her duties. (Herzberg 2008, 164-166.)

Motivation is a group phenomenon that affects personal reacting skills which makes the person more happy doing the duties. Moreover, such behaviors are built by the following: preparation, self discipline, flexibility, commitment and having fun in whatever you are assigned to do. (Bonita 2006, 13)

#### 4 TOURIST ATTRACTIONS IN THE SOUTHWEST REGION

The Bakweri originated in the Southwest (culture). Natives describes Culture as a totality of man's accumulated, learned experience. Tourism plays a bigger role in cultural revitalization between authentic source and is motivated by grow of market of postmodern tourists looking for the expression of truth in culture. Furthermore, tourism is a globalization process developing range of space and new cultural opportunities giving a good results of the word cultural diversity They scattered along the slopes of Mount Cameroon for the past 4000 years. This people are territorial people and fierce fighters who always defended their rights, land and culture against the successive colonizing powers of Britain and German (George.2009 130)

This group of human beings originated from Mboko, which is southwest of Mount Cameroon, during the 18th century from the foothills, was gradually migrated in all the parts of Buea. The Bakwerians are concentrated in the in the Southwest Region and they live in about 100 villages while there main focus is in Buea where their settlement largely lies on the foothills of Mount Cameroon which is as high as 12.000 meters. The Bakweri inhabitants have totem which means 'elephant', meaning that they act like elephants, hence they are called 'the elephant people'. Chiefs do the traditional rites before the start of the race Some reasons why the ancestors chose this animal was because: they believed it led them to victories during battles, furthermore, initiations were made into the mahle secret society which could make them invisible before the enemy comes to the battle field. (Touristic attraction in South-west region of Cameroon.)

According to the Wakpe (Bakweri) every human being got an animal which he or she could transform into when need arose and turn back as the need arose. They have a cultural dance called the mahle festival which is danced with the masquerades to the pulsating beats of a traditional drums which is part of their resistance material. (George 2009, 5.)

The Bakweri man in the village dresses in a long waist cloth called 'Sanja', tied around the waist with two overlapping edges by the sides called 'masu'u', topped by a long sleeve shirt, preferably white, with a head tie or scarf around the neck. Usually a hat may be worn (Tourism destination and development. )

If the man so desires why it is a law for all chiefs to put them on before going out from their homes. The Sanja is stitched according to the size of the individual but usually three fathoms is a good sized Sanja. Some men would prefer a coat to go along with the attire. Characterized with a loosely structured series of choreographed performances, the dance involves elephant men. (Attractions in South west Cameroon 2012)

Moreover, the Bakweri people believe all humans were created by God from the beginning of the world like any other tribe in Cameroon. This dressing style is seen only during the plantain dance where natives eat raw plantains and cocoyam. During this stage the people do not know what they are doing because they are then controlled by their animals in the forest, it is also said that a normal person cannot do such practices; one must be initiated into the tradition group before joining the group. This festival is celebrated every year before and after the Mountain race competition has taken place. During this festival, one can see the Bakwerians eating raw plantains and cocoyam's. During this competition tourists are permitted to see what type of performance this tribe has after the festival, but you have no right to see or go to the Mountain until you are allowed. The most astonishing part of this competition is the fact that one can see people drinking petrol in the mouth as if it was water which a normal human being do, one can find both the young and old people of this community practicing such arts in broad day light.( Page, S. J. 2009.)

The Botanical Garden of Limbe was founded in the year 1892 by a group of Germans, and it serves as a trails and acclimatization center for planting or growing products like cocoa, rubber, coffee, oil palm, banana and sugar cane. This garden is said to be one of the most important gardens in the world. The garden comprises a herbarium, classrooms, and a museum, laboratories and staffs accommodation. Another tourist attraction is Mile Six Beach, which is the most visited site in the Southwest Region. It is 13.5 kilometers from Limbe on the road to Ideya, the most attractive beautiful beach with grey volcanic sand. The snack bar is open during weekends and public holidays.



#### **4.1 Mount Cameroon race of hope**

Mount Cameroon is one among the largest volcanoes in Africa situated around 180 miles from the capital of Cameroon called Yaoundé, commonly called or known as Mount Fako which is the highest peak in central and west Africa. The mountain is part of Cameroon's volcanic line which includes Lake Nyos in the southwest region of Cameroon, its eruption mostly occurs in the flanks of Volcano ending in a result of tiny cinder cones and lava flows. According to Cameroon history, the first eruption was in 5<sup>th</sup> century on June 7. This is a yearly event which takes place in Africa and only in the Republic of Cameroon, only once a year in the Southwest Region of Cameroon at the foot of the mountain which is the capital region of the Southwest Region called Buea. This event is one of the most popular events in the tourism industry in Cameroon, which brings in lots of tourists from all over the world. This is an event, which brings in a large sum of money to the tourism industry in Cameroon. The race is organized every February in Cameroon with an increase of tourists every year coming to take part in this competition. (Getz 1997, 45.)



GRAPH 3. Mount Cameroon Race of hope

The graph above is showing some of the scenes from the biggest sporting event in Cameroon and it happens to take place in the Southwest Region, and this happening attracts lots of tourists and visitors from all over the world. At this competition there is the relay team, which has at least five persons per team that are running along to the top of the mountain. At this competition the final stage at the top of the Mountain is hot three, which is the coldest part of the Mountain, but before arriving at hot three, the runners have to pass through hot one and hot two. At each hot there are persons who will give the competitors drinking water to refresh and medicines if needed, they are officers who give tickets to

show or prove that you attended the stage of each hot with the names of the hot, like hot one. (Getz 1997, 46.)

During this competition, there are strict security measures to see that the tourists are well cared for and also return back safely. It is also known that this competition cannot take place without the people of this land to do some spiritual rites like calling the gods of the mountain to be with the tourists and internal participants during the competition. If the gods are not at peace then this competition cannot take place until the natives are done with their traditional rites. This Mountain is not known only for the competition, but also for its green vegetation plants used for medical purposes, such as the bag of sticks and their leaves.

## **5 RESEARCH METHODOLOGY**

In this chapter, the researcher will be introducing the research method that will be used and will also highlight the category of those that will be interviewed. The research work data was collected via different methods of research; these included qualitative research method, individual research, direct conversation and others that will be specified later.

The research method to be used by the researcher will be based on the qualitative method when collecting data from Hotel Chariot Buea. The research is based on an interview with three groups, including the proprietor, assistant manager and guests of Hotel Chariot. The interview is focused on the customer services and the hospitality of Hotel Chariot to its customers. Internet sources, topical articles are the sources of information used in completing the research. The questions are available in the appendices. The researcher expects to draw logical conclusions based on the findings in the thesis.

### **5.1. Research methods**

Veal has recommended different ways of conducting a research, be it quantitative or qualitative research method, both are comfortable for many research subjects and the interview process which most time addresses a theme. According to the opinion of Veal, questions must be considered seriously before selecting the method to be used. If a researcher wants or needs to find out the rate of facilities offered in Hotel Chariot, the recommended research method would be the quantitative method where interviews will be done to the managing board and customers (Veal 2006, 116-118.)

Veal further explains text analysis as a category of the qualitative research method and as a condition where the researcher studies and interprets items such as photos, music's, posters, films and text. One may love to compare hotels' hand bills for the past four years and recognize the best hand bill of the hotel over the period of four years, content and layout case here is a popular qualitative research method commonly used by researchers in thesis writing. (Veal 2006, 203.)

After establishing the existence of the two main categories of research methods, qualitative and quantitative, it will be of importance to have a clear look at the differences between the two categories. Starting with the quantitative method with which data is collected and expressed in a numeric way via the computer program SPSS. Furthermore, quantitative data collected requires the researcher to explain the collection alone. Veal clearly explains that the results of qualitative researches are easy to understand by people who are less professional on the topic at hand and that is why the quantitative research method is easier. To interpret more difference in both method it can be explained that quantitative is targeted on collecting information from a large size of people, while qualitative research is targeted at gaining in-depth information from a minor group of people. Moreover, one thing that every researcher should keep in mind should be the reason of conducting the research in the first place before deciding the method to use. (Veal 2006, 193-195, 232-233.)

In research, the number of people selected for study is regarded as population. An example in this research work are the customers of Hotel Chariot Buea Cameroon which forms the population; unfortunately the researcher could not get an interview with all the customers and staffs of the hotel. According to Veal, a sample of the population needs to be chosen. Sample choosing is serious to the validity and reliability of the research (Veal 2006, 231).

Proper sampling is needed, precociousness must be considered to ensure that the example represents the population and it is not biased. Veal suggests, in order to have a good representative sample, random sampling needs to be applied meaning that everyone in the population is given equal rights of belonging to the sample. (Dawson, 2009.)

Veal further added the absolute size of the sample is more important than its relative size, meaning that a sampling that has been carefully made and unbiased of the sample population has been achieved. The relative size of the sample does not play an important role anymore. (Veal 2006, 284-289.) Sources gathered from the customers and workers of Hotel Chariot are regarded as the real base for the outcome of this research. Meanwhile, the validity and reliability of this research are based on the quantitative research. More so, there is a big difference in qualitative and quantitative methods of research. The former is based on analysis of qualitative information through interviews and observation, while the latter has a basis on numerical data collection. (Veal 2006, 289.)

The qualitative research method comprises interviews, which are semi-structured in nature with which one or more areas will be analyzed through a number of questions. Flexibility in a qualitative research method makes things suitable for interviews in this thesis. An explanation for the reasons why the quantitative method is important for this research is that with only a few interviews and questionnaires the reason of carrying out the research is exposed. In other words, when there is a limited need for information, little information with concrete facts and backings will be most appropriate. (Stephen, 2010)

Data for this research work is collected via the qualitative research method which is a qualitative approach to research that involves qualitative analysis. A qualitative method is also used when the formal, quantified method of research is not needed. Qualitative research means collecting few data or data that can be transformed to numerical form. The research method is based on concluding that people can individually involve in certain touristic strategies which makes them in better position to analyze and describe their view or feelings in the way they feel or want, by giving them the chance to speak without intermediary or form of constraints (Veal 2006, 192,193.)

The fact in this form of research method enables the researcher to get the important facts of the study, making it the appropriate option for this research. Not only will it enable the researcher to gather comprehensive feedback about the intention of the study, but it will also make it easily understandable to any reader who comes across the book. There are different methods for implementing a qualitative research. These include, for example, observation and interviewing. Questionnaires can include closed ended or open-ended questions. In open-ended questions the respondent must answer the question in their own words. Closed-ended questions present the respondent with pre-determined options. Closed-ended and open-ended questions can also be combined by using questions with pre-determined options, one option being 'other, what?' In this case the respondent can choose one of the options, or answer the question in their own words. In quantitative research closed-ended questions are more common, but open-ended questions are occasionally used as well. By using open-ended questions the researcher can gain information that may bring new insights into the research topic. ( Weiermair, M. 2008)

## **5.2 Research goals**

The research goal for this thesis is to find out the opinions, wants and needs of Chariot Hotel and how it hopes to maintain its position as a premier luxury hotel in the Southwest Region, offering superior accommodation, facilities and amenities as well as exemplary service to local companies concerning accommodation and conference services. Another goal of the research is finding out how services are marketed to its customers within an outside of Cameroon.

A research interview was conducted among three participants, the proprietor, the newly recruited vice manager of Hotel Chariot and a customer. The interviewees were estimated to range between the ages of 30-45 years. There was not a problem for them to reveal their ages, though three interviews are not sufficient to produce a general conclusion, observation act as vital role in producing the useful information in this research work. Good observation was therefore carried out during the researcher work placement at Hotel Chariot and conclusions are being drawn mainly on two qualitative methods implemented. The information recorded from these interviewees and from the observation act to explain the major difficulties and the effort put in place to improve the target market of customers home and abroad.

### **5.2.1 Interview with the vice manager**

After having conducted a phone interview with the Managing Director of Hotel Chariot, he graciously answered the questions, but further suggested that the researcher should e-mail him the interview for corroboration since most of the questions touch on issues of statistical records.

Theme 1 was based on enquiring what Hotel Chariot has put in place so far about their marketing both domestically and internationally, the question's focus was to rate the marketing strategies organized by Hotel Chariot during the past and current year.

It can be clearly seen that Hotel Chariot is bent on remaining the top with its marketing modifications as stated by interviewee A, and the marketing strategies of Hotel Chariot which are effective reasons behind its success is the fact that all managers are responsible

for the decision making on its sector, meant the marketing manager of Hotel Chariot Buea. He takes decisions on what should be done not the proprietor, which is the case in many hotels in Cameroon, especially in the Southwest Region of Cameroon. Interviewee A in his own opinion, thought there is eventually a good marketing in Hotel Chariot and furthermore explains that more needs to be done to prevent future competitors from affecting the trend of Hotel Chariot negatively.

Theme two was about the measures that the hotel management has put in place to really inform people about the existence of Hotel Chariot. This question was asked to find out how the population got to know about Hotel Chariot. Interviewee A stated that there were many ways in which the population and the world got to know about Hotel Chariot, for example, through television advertisements, radio advertisements, webpage, brochures, posters, publicity during promotions and words-of-mouth from families, friends to friends and well-wishers.

Moreover, he explained that many inhabitants in and around Buea who have seen just the outer look of the Hotel are making positive comments about the Hotel, not to talk of those who have been privileged to get into the Hotel to view and use the luxurious facilities put in place, and these guests have nothing negative to say but put things positively when sending out his or her view to fellow brothers and sisters about Hotel Chariot. Interviewee A feels though this is much of help now but more needs to be done as to keep the Hotel up to standard because a lot has been put in place for investment purposes.

Theme three was about how interviewee A grades his customers or guests. This question was asked to evaluate if Hotel Chariot's customers are respected in two categories.

Interviewee A responded that,

Chariot Hotel Complex, Buea, remains committed to maintaining positive attitudes, as well as providing exemplary services and superior accommodations. Similarly, we remain very committed to providing exceptional and first class services (WITH A SMILE!) to our guest. Like the Front Desk Manager always says without any discrimination whatsoever! "each and every guest who enters the premises of Chariot Hotel is a VIP, and very much deserves to be treated like a King." It is based on this overriding mission that Chariot Hotel seeks to give their staff the support, knowledge and encouragement they need to deliver services that go "above and beyond our guest's expectations.



Theme four was based on how the Hotel gives it hospitality management and how attainable the goals are. This was to analyze the level of professionalism in Hotel Chariot and furthermore to see if the managing directors employ professionals or prefer cheaply paid unprofessional.

Interviewee B responded that Hotel Chariot hopes to maintain her position as a premier luxury hotel in the Southwest Region, offering superior accommodation, facilities and amenities as well as exemplary service. In response interviewee A further explained the key methods used which makes them different from others, such as providing exceptional and first class services in the sense that workers are active, flexible and above all quickly response to enquiries from guests and customers along the line. Interviewee A mentioned the state-of-the-art infrastructure, the free WIFI internet connection service available in and within the Hotel premises for all its workers, guests and customers. Interviewee A proceeded with self-confidence about his Hotel Chariot saying that it is an all inclusive Hotel Chariot which has a fitness Centre and a nurse on site in case of emergency. He further explained that goals can be attained through hard work, time consciousness and professionalism.

Theme five was based on how their customer services differ from other hotels, and if they got any impact. This question was asked to know if the facilities meet the luxurious standard of the Hotel, like its night club facilities and ladies facilities to attract women.

Interviewee A responded that all has been put in place for ladies. In addition, interviewee A said ladies are always treated in Africa before men, meaning much hospitality is always given to women. In addition interviewee A mentioned the quick response system during incoming calls which are answered within three rings, Hotel Chariot provides services with smiles and a warm welcome which may be hard to find in other places.

Interviewee A preceded his response by saying that Hotel Chariot also has elaborate state-of-the-art conference facilities with over-head projectors available. Moreover, they also have parking availability for 500 cars which is quite unique in the Southwest Region of Cameroon.

Theme six was based on discounting. This research was to know if Hotel Chariot used discounting to attract more customers, most especially during low and peak seasons; the reasons were that most hotels in Southwest Cameroon raise prices during peak seasons.

Interviewee A said that discounting is provided to our regular guests who often get a five thousand francs discount on the room rate. This implies they can get a room of 25.000 francs at merely 20.000 francs and at times or during end of the year, Hotel Chariot gives wishes to it is regular customers. Interviewee A further said Hotel Chariot Buea has a steady price per room which for no reason has to be increased but for discount reasons are reduced not increase. Interviewee A also expressed the problem the Hotel faced during peaks seasons like Mount Cameroon race of hope which is over booking of rooms since the Hotel as of 2012 got still 48 room while 26 rooms are still on construction as to reduce the overcrowded nature of the Hotel environment since it is the only Luxurious Hotel with a large parking space in Southwest Cameroon.

Theme seven of this interview was based on the target group of customers. The purpose of this question was to find out if the Hotel has big customers that they make more income from them. In response, interviewee A answered that they have business and leisure guests in general terms that come either for relaxation or on business trips. He proceeded saying that business people come from big cities like Douala, which is the economic capital city of Cameroon, and Yaoundé which is the Capital of Cameroon. They arrange weddings, conferences and meetings of up to one thousand participants and or invitees, Ministry of Tourism, Ministry of Higher Education and Ministry of External Relations. Interviewee A further went ahead saying Hotel Chariot has big companies like Les Brasseries du Cameroun, which is an alcohol productions with a high production rate, MTN mobile network communication company which is one of the biggest network companies in Cameroon and HYSACAM which is a cleaning company all over Cameroon.

Theme eight of this interview was based on the trend of the business from the past, present and future. The reason for this question was to be able to rate the trend of the business if it is progressing with its services as of now, or not.

In response, interviewee A explains that the trend of business at the beginning was kind of slow since the Hotel was still new and of high standard which many people then did not want to pay such amount of money. This was due to the fact that many cheaper accommodations were available. Moreover the people were still ignorant on the facilities a luxurious hotel offers but Hotel Chariot today has a sparkling goal within and out of Cameroon which has no competitor. Interviewee A further talked about the future plans

which he responded on the increased salaries to workers and motivations both to customers and workers, he also talked about renovation with modern equipments which are updated yearly in the Hotel to make it modern. Interviewee A thinks that if this is done regularly then Hotel Chariot stands unbeatable in its position as a Four star Hotel in the Southwest.

Theme nine was about the general opinion on the importance of the vice manager which the Hotel had not got for the past two years. This intended to compare the present of the Vice Manager with when this was a known position in the Hotel as such in its positive development. Interviewee A started by presenting the present situation.

When he came B (general manager) had some problems about decision making in the Hotel alone. Nevertheless, A (vice manager) mentioned marketing is still done especially with the kind or group of people who want to know about the existence of Hotel Chariot and his strategic plan which he wanted to implement to achieve the Hotel Chariot's goal. Hotel Chariot is the one and only luxurious hotel in the Region and he further said that the most challenging part for him is how to get the outside world know about their facilities.

When interviewee A came as the Vice manager, he noticed lots of things which needed to be done to its customers like mailing customers, calling customers, giving guest gifts with the logo of Hotel Chariot and above all giving customers and visitors appreciating notes whenever they checked in or out, these were some of the marketing achievements he has made as of now.

### **5.2.2 The interview with the proprietor**

Theme one is based on the issues of brochures and publicity for the internal population of Cameroon as a whole and the Southwest Region to be specific. The reason for this question was to find out the use in sending out brochures to some strategic places which are really tourist sites as this will create awareness within minds of national and international tourists, without leaving out some nationals who want to have some quiet moments of their lives and fun alone or with their family and friends. Interviewee B, in response, replied that they have brochures that they give to guests and publicity in television sites and radio station, most especially when they are checking in an out of the rooms. They also sent out brochures to tourist sites like head offices.

### **5.3 Analysis of the vice manager's interview**

Theme one was based on enquiring what Hotel Chariot has put in place so far about their marketing both domestically and internationally. The question was focus on rating the marketing strategies organized by Hotel Chariot during the past and current year.

The research revealed that Hotel Chariot is bent on remaining the top with the marketing modifications and marketing strategies of Hotel Chariot which are more effective. The reasons behind its success is the fact that all managers are responsible for the decision making in their respective sectors, meaning the marketing manager of Hotel Chariot Buea takes his decisions on what should be done, not the proprietor which is the case of many Hotels in Cameroon especially in Southwest of Cameroon. Interviewee A, in his opinion, feels there is eventually a good marketing of Hotel Chariot and furthermore explains more needs to be done to prevent future competitors from affecting the trend of Hotel Chariot negatively.

Theme two was about how interviewee A informs people about the existence of Hotel Chariot. This question was asked to find out how the population got to know about Hotel Chariot which he stated was done in many ways in which the population and the world got to know, such as, through television advertisements, radio advertisements, web pages, brochures, posters, publicity during promotions and words-of-mouth from families, friends to friends and well-wishers.

This study examined how inhabitants in and around Buea who have seen just the outer look of the Hotel are giving positive comments about the Hotel, not to talk of those who have been privileged to get into the Hotel to view and use the luxurious facilities in place, and these guest to give a positive image about Hotel Chariot to others. The researcher feels though this is much of help now but more needs to be done so as to keep the Hotel up to standard because a lot has been put in place for its investment which may go down slowly.

Theme three was about how interviewee A, grades customers or guests. This question was to evaluate if Hotel Chariot customers are respected in two categories.

The research indicated that, Chariot Hotel Complex Buea, remains committed to maintaining positive attitudes, as well as providing exemplary services and superior

accommodations. Similarly, Hotel Chariot remain committed with its standard and good hospitality to all its customers and guests, Hotel Chariot is out to serve the world not only for profit making as many hotels in the Southwest Region furthermore the researcher was treated as a (VIP) very important personality during the research work.

Theme four was based on how the Hotel gives its hospitality management and how attainable are the goals. This was to analyze the level of professionalism in Hotel Chariot and furthermore to see if the managing directors do employ professionals or prefer more cheaply paid unprofessional staffs.

The research further revealed that Hotel Chariot hopes to maintain its position as a premier luxury hotel in the Southwest Region, offering superior accommodation, facilities and amenities as well as exemplary service. In response, interviewee A further explained the key methods used which makes them different from others like providing exceptional and first class services in the sense that workers are active, flexible and above all quickly response to enquiries from guests and customers along the line. Interviewee A, mentioned the state-of-the-art infrastructure with the WIFI internet connection service free in and within the Hotel premises for all its workers, guests and customers. Interviewee A proceeded with self-confidence about his Hotel Chariot saying that it is all inclusive and has a fitness Centre and a nurse on site in case of emergency. He further explains that the goals can be attained through hard work, time consciousness and professionalism.

Theme five was based on how customer services differ from other hotels and if they got any impact. This question was asked to know if the facilities meet the luxurious standard of the Hotel like its nightclub facilities and ladies facilities to attract women.

The research revealed how many types of equipment have been put in place for ladies. In addition, ladies are always treated in Africa before men, meaning much hospitality is always given to women. Furthermore, a good communication quick response system during incoming calls which are answered within three rings, Hotel Chariot provides services with smiles and a warm welcome which may be hard to find in other places.

Interviewee A preceded his response by saying that Hotel Chariot also has elaborate state-of-the-art conference facilities with over-head projectors available and moreover parking availability for 500 cars which is quite unique in the Southwest Region of Cameroon.

Theme five was based on discounting. This research was to know if Hotel Chariot used discounting to attract more customers, most especially during low and peak seasons, the reasons were that most hotels in Southwest Cameroon raise prices during peaks seasons.

Discount should not be provided only to regular guest furthermore the researcher suggested Hotel Chariot should have promotion periods which if a guest lodge during the period he or she gets a discount moreover Christmas wishes should be giving to all customers during Christmas period not to regular ones only since Hotel chariot had mention all its customers are VIP so should all have same benefits. The research also prove limitation in rooms which helps to slow the business during peak periods with lots of tourist while they are limited accommodation not the list many rooms should be constructed for the Hotel is suffering from shortage of rooms .Hotel Chariot is maintaining it position an need more to be on such position.

Theme six of this interview was based on the target group of customers. The purpose of this question was to find out if the Hotel has premium customers, whom they can count on and honor.

Research has proving the group of customers who comes in Hotel Chariot are mostly business men during their business trips. Hotel Chariot also receives customers from larger cities like Douala moreover most of Hotel Chariot customers come for weddings, conferences and meeting which the Hotel needs to always treat them with love and care. Most government officers prefer using hotel Chariot during their visit to the South west Region for it good hospitality offered to customers, MTN mobile network Communication Company which is one of the biggest network companies in Cameroon and HYSACAM which is a cleaning company operating all over Cameroon are some of Hotel Chariot target groups which lodge in the Hotel monthly.

Theme seven of this interview was based on the trend of the business from the past, present and future. The reason for this question was to be able to rate the trend of the business if it is progressing with its services as of now, or not.

The research carried out revealed that the trend of business at the beginning was kind of slow but is gaining more popularity now since the Hotel was still new and many people were very ignorant about the Hotel Chariot and its facilities. This was due to the fact that many cheaper accommodations were available. For now its high rate of publicity has made it both national and internationally known especially at the service of air port pickup for international guests who are coming into Cameroon may be for their first time. The coming of the vice manager seems to be a total solution to most of the Hotel's problem before since activities in the Hotel are not given to the General manager alone now which in the absence of the general manager is the vice who sees to all activities in the absence of the General manager which was not so before, if the manager is sick or not on seat nothing can be done in his absence.

The research carried out revealed that lots of things needed to be done to its customers, such as, mailing customers, calling customers, giving guest gifts with the logo of Hotel Chariot and above all giving customers and visitors appreciating notes whenever they check in or out, these are some of the marketing achievements which have been upgraded.

#### **5.4 Analysis of the proprietor's interview**

Theme one was about the general view of Hotel Chariot with brochures. The question was based on finding out the rate with which Hotel Chariot used brochures in terms of publicity. The reasons were that most people who are not opportunities to listen to the radio or watch television sometimes can be fortunate to read some brochures which will be a good idea to have so as to boost and promote its marketing department furthermore. This study examined the marketing and publicity.

## **5.5 Reliability and validity**

It is always important to verify the reliability and validity of a research work carried out, irrespective of the method applied. Reliability of research means how correct the results of the research are, how good the method of research and techniques have been.

Reliability is the extent to which research findings can be similar if the same research was to be done later using a different method of subject, which will lead to the same results as that of the first one. Research reliability according to social sciences, is not good or effective as the natural science, reasons being it deals with human beings from different environments as its main subjects. (Dawson, 2009)

No matter where the research was done the same varying physical and social atmosphere can complicate matters. (Bryman & Bell 2007, 40-41.) It is always important to check the magnitude to which research findings can be similar if the research has to be done again.

### **5.5.1 Interview subjects**

The respondents for this study were selected from the hotel managing board and the researcher will draw logical conclusions from the interviews conducted. Since the goal is to find out the customer satisfaction regarding some of the services, the questionnaire could survey the best option, however, due to distance the researcher later chose to do an interview on phone. The interview approach to research involves statistical analysis. It relies on numerical evidence to draw conclusion or to test hypotheses.( Veal 2006, 40.)

### **5.5.2 Findings**

This study is an evaluation of tourist facilities and attractions within the Southwest Region of Cameroon, with Hotel Chariot as case study. The idea of this research has been to evaluate tourist facilities and attractions as marketing strategies of Hotel Chariot and if they are affecting the business negatively or positively.



Moreover, it has been analyzed that most accommodation services always have marketing problems which is one of the challenging problems of Hotel Chariot since for the past three years the Hotel seems to still these marketing problems. However, Hotel Chariot got its have not found the solution to first marketing manager who is trying on her part with the vice manager to put an end to the problems.

Clearly it can be seen that Hotel Chariot is bent on remaining the top with its marketing modifications, which are reasons behind her success. The fact that all managers are responsible for the decision making in their respective sectors meaning that the marketing manager of Hotel Chariot Buea takes her decisions on what should be done not the proprietor or the General manager which is case of many Hotels in Cameroon especially in South and North west of Cameroon. Furthermore, the Hotel is trying hard to prevent future breakdowns from its competitors from affecting the trend of Hotel Chariot negatively, by maintaining web sites and good communication and internet facilities. The research also revealed that the future of Hotel Chariot is bright, it showed that the concept of developing and promoting its size is being improved upon on a daily basis. The study has revealed that the tourism sector of Cameroon is moving in a more positive prospective direction as a result of the Mouth Cameroon race of hope and lots of cultural events being hosted in the Southwest Region of Cameroon. Meanwhile, the lack of needed investment from the government of Cameroon to its tourism sector has made the City of Buea witness slow development making individuals to invest in attractions alone. The government of Cameroon should have good investment plans that should be initiated to save such situations in the future.

Finally the research also noted and highlighted some areas which should be improved at Chariot Hotel Buea to keep its luxurious standard, as this will attract more customer to lodge at the Hotel, like having the net banking system, receptionist being able to speak and understand at least three different languages, and finally organizing competitions which will give prize awards as this brings more customers and also increases its numbers of rooms to a higher number which can lodge at list 70 customers per night.

## **6 RECOMMENDATIONS AND CONCLUSION**

After having researched the detailed interview, analyzed the interview, presented the interview and also presented the findings of the analysis, it is positive to suggest and recommend positively how the touristic facilities and attractions can be improved in the accommodation sector in Southwest Cameroon.

### **6.1 Recommendations**

It is highly recommended that Hotel Chariot should employ training staffs which will manage the industry well. Furthermore, full powers should be given to all its managers and a particular individual should not be responsible for decision making, for such practices It is also recommended that the proprietor should employ more controllers and also have partnerships with international hotels and companies.

Furthermore, another way of building a good customer relationship is putting information from the customers with regards to their stay and much more how they felt, in situations where they have any problems or requests for the improvement. Hotel Chariot should always check customers' feedback as well by trying to act positively on the requested problem. Furthermore, customers should be shown appreciation on the telephone or by email. Suggestions for the development the Hotel should also update customers on the latest developments.

It is highly recommended that seminars should be organized within the Southwest Region of Cameroon which will educate both the internal and external staffs of Hotel Chariot on its marketing goals and how to organize their duties in a flexible manner without complaining. Furthermore, advertisements should be made monthly in newspapers, TV and radio stations and in addition Hotel Chariot should sponsor minor or create events which will last for days and by so doing gain publicity and bring many participants present.

Finally, the city council and private investors should promote and encourage on initiate and invest in the tourism industry in Buea, this is one quick method of bringing development. Furthermore, more events should be organized in the city of Buea as it will increase tourism flow.

## **6.2 Conclusion**

In a nutshell, this research studied the touristic facilities and attractions within the Southwest Region of Cameroon. Furthermore, the private establishments are not doing badly in the development of attractions in Southwest by building more accommodation facilities.

Accommodation services are the backbone of the tourism industry in Cameroon. In a nutshell, the tourism industry is gaining ground with the help of accommodation from private individual hotels, but it still needs to build state hotels with good and quality equipment to make tourists feel at home.

Analyzing accommodation and its services is creating a lot of awareness in the minds of people thereby making them aware of that they are placed out of their homes where they can derive more comfort and pleasure, and hence the idea of visiting new sites will develop their minds. This enables an increased growth of the tourism and the accommodation industry. The theoretical part of this research contained sub-chapters such as, accommodation services, that explained how expandable and ubiquitous this sector is within the tourism industry is and how it can bring people from one country to another making them have different various destination needs to where they are moving to.

Individuals should be motivated by the government and in the same line the government should construct hotels in the Southwest Region of Cameroon since it is the biggest touristic destination area of Cameroon with many attractions in almost all the towns in the region. Notwithstanding the fact that the government of Cameroon should develop all its touristic attractions and also build standard hotels in all its regions, most especially in the Southwest Region which hosts the country's largest event with lots of tourists coming during the Mount Cameroon race of hope.

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## APPENDIX 1

Interview themes for vice manager at hotel Chariot.

Research: An evaluation of tourism facilities and attraction within south west region of Cameroon.

Type of interview: semi-structured interview

Theme 1 was based on enquiring what Hotel Chariot has put in place so far about their marketing both domestically and internationally.

Theme 2 was about how interviewee J really informs people about the existence of Hotel Chariot

Theme 3 was about how interviewee J grades it customers or quest. This question was to evaluate if Hotel Chariot customers are respected in two categories.

Theme 4 was based on how the Hotel gives it Hospitality managing and how attainable are the goals.

Theme 5 was based on customer services differ from other Hotels and if they got any impact.

Theme 6 was based on discounting.

Theme 7 of this interview was based on the target group of customers.

Theme 8 of this interview is based on the trend of the business from the past, present and future.

Theme 9 is about general opinion on the importance of the vice manager which the Hotel had not got for the past two years.

Theme 10 is based on the issues of brochures and publicity for the internal population of Cameroon as a whole and south west Region to be specific by the proprietor.

**Organization chart of Chariot Hotel Buea.**

