

Relationship between Hotels' Corporate Social Responsibility and Rural Development in Oguta Local Government Area, Imo State

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Abstract

The study explored the Relationship between Hotels' Corporate Social Responsibility and Rural Development in Oguta Local Government Area, Imo State. Four research questions and four Null Hypotheses were formulated for the study. The research design adopted was Descriptive Survey Design. The population of the study comprised of one hundred and forty-three (143) Community Leaders and Community Development Committee, (CDC) Chairpersons in the fourteen Districts in Oguta Local Government Area, Imo State. The sample size was determined using Yaro Yamane's Formula, comprised of 105 respondents. The instrument for data collection was the Questionnaire of 16 items, developed by the researchers. The data collated were analyzed using Spearman Rank Order Correlation Coefficient and the Statistical Package for Social Sciences (SPSS). The Null Hypotheses were tested at 0.05 level of significance. Results analyzed revealed positive Relationships with Hotels' Corporate Social Responsibility in Waste Management, Education, Job Creation, Skill Acquisition and Rural Development in Oguta Local Government Area, Imo State. We therefore, concluded that there is Relationship between Hotels' Corporate Social Responsibility and Rural Development in Oguta Local Government Area, Imo State. Our recommendations were: Hotel Businesses should invest more on Education as this would contribute massively to Rural Development, create more Jobs for Rural People and contribute significantly to Rural Development. Hotel Businesses should see Corporate Social Responsibility as one of their Civic Responsibilities for their Communities of interest. Thus, seek and contribute their quota to advance Host Communities, Creating Joyous Relationships for themselves and remain sustainable; while, increasing Profitability`.

Keywords: Hotel, Social, Corporate, Responsibility, Corporate Social Responsibility, Rural Development, Transformation, Social Transformation.

Introduction

Every Community, irrespective of size, remoteness or Socio-Economic backwardness, desire and work towards achieving appreciable level of Economic Development and Social Transformation. This could be through direct intervention of the Government and its Agencies. Some Economic Development of the Communities could be through philanthropic gestures or efforts of well-to-do indigenes or efforts of private businesses or industries operating in the Communities. In today's Entrepreneurial World, this could be Small, Medium and Large-Scale businesses that could conglomerate into Private Sector of the economy. Hotel Industry belongs to the Larger Hospitality Industry. Riandhita, Nurual,

Ghozian and Treicy, (2019); Ollor and Orupabo, (2020) defined Hotels as companies managed and provide Lodging, Food, Beverage and Facilities to Travelers who are able to pay for the services received. Wikipedia (2020), said that Hotels provide Lodging, Meals, Entertainment and various personal services to the public. Hotels, like any other business, would not operate in a vacuum; they are located in communities where they derive and draw significant proportion of resources from. Andrew, (2016) noted that Hotels should not separate their activities from their communities of choice. It becomes rationally inevitable to adopt and implement initiatives and strategies to bring companies in the communities in close contact with their host communities. This ensures peaceful and conducive atmosphere for businesses, which will contribute maximally to the development of the communities. These initiatives and strategies are embedded in the idea and concept of Corporate Social Responsibility. Corporate Social Responsibility, (CSR) according to the World Business Council for Sustainable Development, (2000) as cited in Bill, (2012) is the commitment of businesses to ethically contribute to Economic Development; while, improving the Quality of Life of workforce and families as well as the Local Communities and Society as a whole. Corporate Social Responsibility could be designed to allow Firms and Industries contribute to Rural Development and Poverty Reduction among members of the Rural Communities, while increasing organizational reputation and profitability of the Company. Hence, study will find out the relationship between Hotels' Corporate Social Responsibility and Rural Development in Oguta Local Government Area in Imo State.

Statement of the Problem

In today's Entrepreneurial World, government at all levels encourage the growth and sustainability of the private sector. The reason being that government alone cannot shoulder the responsibility of driving development of the rural areas. According to Ollor, and George, (2020) and Ollor, (2015), Hotel Industry as a Service Industries, benefits greatly from the Economic Liberalism of Governments. Despite the presence of numerous Hotels operating in Oguta Local Government Area, the LGA is still Economically backward and lacks the basic social amenities. Hence, study will find out relationship between Hotels' Corporate Social Responsibility and Rural Development in Oguta Local Government Area in Imo State.

Conceptual Framework of the Study

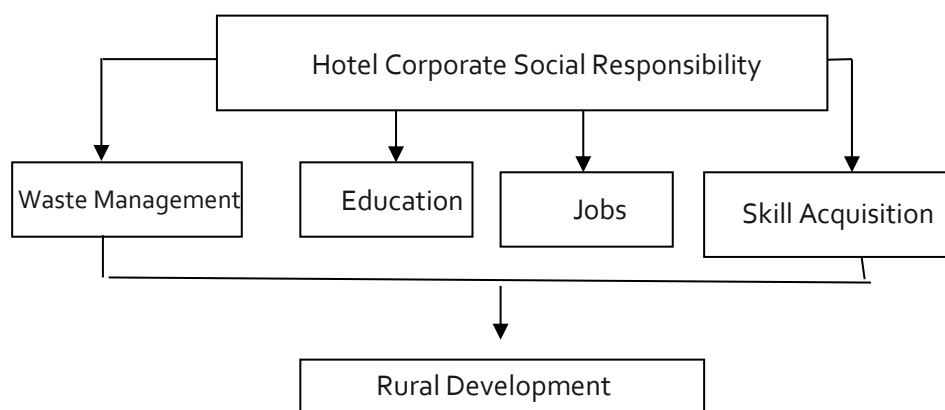


Figure 1: Shows the relationship between the Independent Variables, (Hotel Corporate Social Responsibility) and the Dependent Variables, (Rural Development).

Source: Researchers' Conceptual Framework, 2021

Purpose of the Study

The Purpose of this study is to explore the Relationship between Hotels' Corporate Social Responsibility and Rural Development in Oguta Local Government Area in Imo State.

Specifically, the study will:

- Examine the Relationship between the Environmental Dimension of Hotels' Corporate Social Responsibility and Rural Development in Oguta Local Government Area in Imo State.
- Assess the relationship between the Social Dimension of Hotels' Corporate Social Responsibility and Rural Development in Oguta Local Government Area in Imo State.
- Ascertain the relationship between the Economic Dimension of Hotels' Corporate Social Responsibility and Rural Development in Oguta Local Government Area in Imo State.

Research Questions

- What is the Relationship between Hotels' Corporate Social Responsibility and Waste Management for Rural Development in Oguta Local Government Area in Imo State?
- How would Hotels' Corporate Social Responsibility Influence Education for Rural Development in Oguta Local Government Area in Imo State?
- What is the Relationship between Hotels' Corporate Social Responsibility and Jobs Creation for Rural Development in Oguta Local Government Area in Imo State?
- Is there a Relationship between Hotels' Corporate Social Responsibility and Skill Acquisition for Rural Development in Oguta Local Government Area in Imo State?

Research Hypotheses

Ho₁: There is no Relationship between Hotels' Corporate Social Responsibility and Waste Management for Rural Development in Oguta Local Government Area in Imo State.

Ho₂: There is no Relationship between Hotels' Corporate Social Responsibility and Education for Rural Development in Oguta Local Government Area in Imo State.

Ho₃: There is no Relationship between Hotels' Corporate Social Responsibility and Jobs Creation for Rural Development in Oguta Local Government Area in Imo State.

Ho₄: There is no Relationship between Hotels' Corporate Social Responsibility and Skill Acquisition for Rural Development in Oguta Local Government Area in Imo State.

Review of Related Literature

Concept of Corporate Social Responsibility (CSR)

The Confederation of British Industry (CBI, 2001) as cited in Bill, (2012) defined the concept of Corporate Social Responsibility as one which requires companies to acknowledge they

should be publicly accountable for both financial performance as well as Social and Environmental record. Corporate Social Responsibility is designed basically to allow private companies and industries in a community should contribute to Rural Development. This will reduce poverty and increase organizational reputation; as a result, profitability of the organizations will increase.

Hopkins (2007) as cited in Bello and Banda (2017) noted that CSR provides a platform for corporations to be involved in Economic Development with the aim of creating higher standards of living, while preserving the profitability of the corporation, for people both within and outside the corporation.

The Dimensions of Corporate Social Responsibility

The Environmental Dimension:

The Environmental Dimension relates to the Natural Environment and a quest for cleaner surroundings. Within the Hotel sector, the areas of concern for the environment include the following: Recycling of waste, Waste management, Clean Air, Energy and Water conservation. Others are: Environmental health, Maintenance of permits such as: Building permits and compliance with legislation, purchasing policy and environmental education (Mensah, 2006).

Social Dimension:

The Social Dimension of CSR is attributed to the Relationship between Businesses and society. According to Van-Marrewijk (2003), the social approach of CSR includes: Opportunities for educating the local people, respect of culture, healthcare provision, stakeholder dialogue, children and investment in employees. Cornelius, Todres, Jivraj, Woods and Wallace, (2008) draw attention to investment in employees, over and above financial reinvestment targeted towards the local community and to develop the firm as a whole in terms of its service provision.

Economic Dimension:

The Economic Dimension is related to Socio-Economic or Financial aspects of CSR in terms of Business Operation. Bill, (2012) opined that, the economic approach includes: Economic empowerment, creation of ancillary jobs, and purposeful donations.

The Concept of Rural Development

Development, as defined by Filani (2000) is the general improvement in economic, social and political conditions of the society in terms of reduction of poverty, inequality, injustice, insecurity, ecological imbalance and unemployment in a growing economy.

Rural areas are classified according to various variables such as socio-economic and population density. Using population density as a criterion, places where the population density is less than 150 per km², is considered rural, (Figar, and Figar., (2011).

Obonyo and Fwaya (2012), noted that Rural Development requires appropriate targets and strategies focusing on rural communities and sustainable use of available resources.

The Measures of Rural Development:

Rural Development, like any other form of development, has certain indicators, indices or index by which its prevalence and level of attainment is measured. Writing on Rural Development Index, Tae-Hwa and Seung-Ryong (2018), noted that Rural Development Index composed of five domains that are closely related to the quality of life of the people living in that Areas.

The Roles of Government in Corporate Social Responsibility

Globally, development, whether Urban or Rural, should not be left exclusively for Government alone to drive. Development requires the collaborative efforts of the Private Sector through Corporate Social Responsibility, (CSR). Thus, the need to create an enabling environment will encourage the growth of Small, Medium and Large-Scale Enterprises, as well as cut down on huge and multiple taxes that constrain financial capacity and capability of hotels to implement CSR. Singhal (2014), was of the view that Government actions were essential for creating an enabling environment for Private Sector Development to diminish risks, lower costs and barriers in operations, raise reward opportunities for competitiveness of Private Enterprises.

Theoretical Framework

Carroll Corporate Social Responsibility Pyramid:

Carroll's CSR Pyramid Theory (2003), specified corporations surrounding community and society. According to Brin and Nehme (2019), Carroll's Theory is composed of four obligations for business responsibilities toward society. These obligations are:

Economic Responsibility:

Historically, business organizations were created as economic entities designed to provide goods and services to societal members. The profit motive was established as the primary incentive for entrepreneurship. It is the obligation of a business organization to make money. Carroll and Bocholt (2003), placed the economic obligation in the base of the CSR Pyramid because it's vital for business survival. According to the authors, the first step in implementing CSR is to enroll in business operations and to make profits. The author specified that profits are essential to reward investors and owners.

Legal Responsibility:

Laws and Regulations must be respected by the Corporations. Carroll's Pyramid Theory (2003), stressed that Legal Responsibility could be seen in the second level of the CSR Pyramid as specifies below. A responsible corporation accepts rules of fair business game.

A responsible corporation adheres to law because fair business reflects positively to the economy and society.

Ethical Responsibility:

Corporations must behave as a good citizen in its society. Such responsibility allows corporations to do what is right and good for society even if the law did not require it. It was mentioned in Carroll and Bocholt (2003), that corporations must be responsive to the spirit of the law, not just to the letter of law; but ethical responsibility embraced with fair activities done as expected by society.

Philanthropic Responsibility:

Philanthropic responsibility is a pure giving for society, it is an activity or project created by a corporation and purely dedicated to community expectation. At the philanthropic level, the business corporations satisfy what is desired by society. The value behind philanthropic activities is to reveal a good citizenship image of the company and increase its reputation.

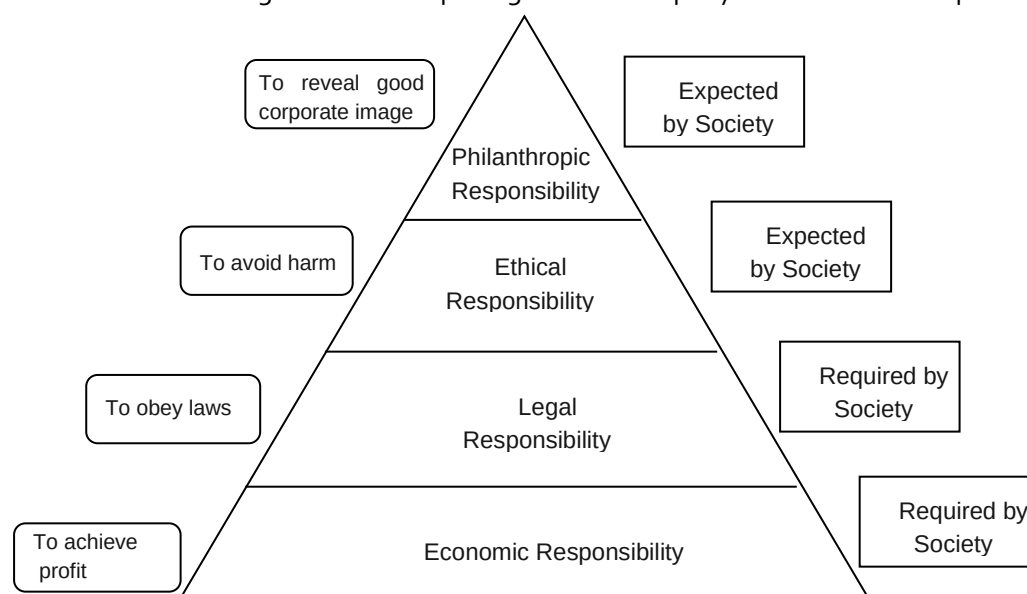


Figure 2: Carroll's CSR Pyramid

Source: Carroll A., and Bocholt A. (2003). *Business and Society: Ethics and Stakeholder Management*. South-Western College Publishing.

Related Empirical Studies

Uzoagu (2010) investigated the Corporate Social Responsibilities (CSRs) of Shell Petroleum Development Company (SPDC) and Nigeria Agip Oil Company (NAOC) for sustainable community development in Rivers State. Five research questions and three Null Hypotheses were formulated for the study. The research design adopted was the descriptive survey design. The population of the study comprised of the Community Development Committee (CDC), Shell and Agip Community Liaison Officers (CLOs) who

were the indigenes of the oil communities. The population also included staff of the Corporate Community Relation Department of SPDC and NAOC. The total sampled size was 731 respondents representing 35% of the targeted population. The instruments used for data collection were questionnaire, focus group discussion and interview. The research questions were analyzed using percentages and mean statistic. T-test was utilized in testing the Hypotheses at 0.05 level of significance.

The result of the study revealed that Shell CSR was not well known by the Host Communities, while Agip engaged in CSR for Sustainable Development of Host Communities. Shell and Agip through CSR contributed positively to resolve conflicts in Host Communities. Shell through CSR could not contribute much to Socio-Economic Development of Host Communities; while Agip, through CSR contributed to Socio-Economic Development of Host Communities. The companies (Shell and Agip) through, CSR could not mitigate the Environment of Host Communities. Based on the findings, following recommendations were made. The Oil companies should recognize the Host Communities' expectations and develop partnership as preferred model for Community Development activities for peaceful co-existence. The Oil-bearing Communities should try as much as possible to be good to the Host. For the Host to the Oil Multinational Companies, they should provide safe and conflict free environment. The Government should provide enabling environment for sustainable development through CSR principles and practices and also lead by examples.

Haruna, Cagdas, & Nursel, (2016) conducted research on Corporate Social Responsibility and Community Development in Lagos State of Nigeria. The study set out to examine the role of Corporate Social Responsibility in Community Development. Three research questions and three Null Hypotheses were formulated to guide the study. A descriptive survey research design was adopted. The subjects of the study comprised of 200 respondents. To attain validity for this study, the non-probability sampling was adopted. A Questionnaire was designed and used to collect data from the respondents. The data was analyzed using percentages and Pearson Product Moment Correlation Coefficient.

Results revealed that Corporate Social Responsibility has significant impact on the Community development. Based on the findings, the study recommended Corporate Firms to engage in Community Development Programs.

Nwaonu and Ahamefula, (2017) carried out a study on the contributions of Tourism to Community Development in Cross Rivers State of Nigeria. Two research questions and two Null Hypotheses guided the study. The study adopted descriptive survey research design. The population used for the study was 357 respondents comprising, 101 community leaders and 256 tourism staff. A 21-item Questionnaire and focus group discussion guide were used to elicit information from respondents and discussants. The Questionnaire was analyzed using mean and standard deviation and t-test statistics was used to test the Null Hypotheses at 0.05 level of significance.

Findings revealed that, Tourism attracted banking institutions and communication industries; thus, contributed to a high extent in Economic Development and very high extent in Social Development of Cross River State, Nigeria. Based on the findings, the recommendation was: Government should promote Sustainable Tourism Development to ensure that Local Communities benefit from the financial dividends generated from Tourism Industry within the domain.

Methodology

Research Design

We adopted descriptive survey design. This method was appropriate because it allowed the use the Questionnaire and/or interview to collect data from the respondents based on their opinions and perceptions without imposing any condition on them.

Population of the Study

Alugbuo (2002) defined population of study as the number of elements in which the researchers' interest are. The population comprised of 143 Community Leaders and Community Development Committee (CDC) Chairpersons in 14 Districts under Oguta Local Government Area.

Sampling Procedure and Sample Size Determination

A sample is a group of elements selected to be used as representative of the population.

The Yaro Yamane's Formula was used. The formula is as shown below:

$$n = \frac{N}{1+N(e)^2}$$

Simple Random Probability Sampling was employed. It allows every member of the population to have equal chance to be selected. It also allows the researchers to draw conclusion for the entire population.

Method of Data Collection

The researchers used both Primary and Secondary Sources of data in carrying out this research.

Instrument for Data Collection

The instrument for data collection was Questionnaire. The Questionnaire comprised of sections A and B. Section A was the Demographic Characteristics of the respondents; while, section B consisted of 16 items in four clusters from which the Questions were answered using 4-point Likerts Scale of: Strongly Agree, SA = 4 Points; Agree, A = 3 points; Disagree, D = 2 points; and Strongly Disagree, SD= 1 point.

Data Analysis Technique

The Spearman Rank Order of Correlation Coefficient was used to analyze the data.

The Correlation analysis carried out using Statistical Package for Social Sciences (SPSS). The Spearman Rank Order Correlation Formula as shown below:

$$r = 1 - \frac{6\sum d^2}{N(n^2 - 1)}$$

Table 1: Questionnaire Administration and Response Rate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Responded	104	99.1	99.1	99.1
	Not Responded	1	0.9	0.9	100.0
	Total	105	100.0	100.0	

Source: Field Survey, 2021

Table 1 above, showed 105 Questionnaire Administered; however, only 104 Questionnaire representing 99.1% were duly completed and returned by the respondents; while, 1 Questionnaire representing 0.9% was not duly completed nor returned.

Data Presentation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	91	87.5	87.5	87.5
	Female	13	12.5	12.5	100.0
	Total	104	100.0	100.0	

Source: Field Survey, 2021

Table 2 above, revealed that majority of the respondents (87.5%) were male while the remaining 12.5% were female.

Table 3: Educational Qualification of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSCE/NECO	22	21.2	21.2	21.2
	OND/NCE	41	39.4	39.4	60.6
	B.Sc/B.Ed/B.A/HND	36	34.6	34.6	95.2
	Master's Degree	5	4.8	4.8	100.0
	Total	104	100.0	100.0	

Source: Field Survey, 2021

Table 3 above, showed the Educational Qualification of the respondents. The analysis revealed that majority of the respondents (39.4%) were OND/NCE holders, 34.6% were B.Sc/B.Ed/B.A/HND holders, and 21.2% were O' level holders while, the remaining 4.8% were Master's Degree holders.

Table 4: Community Leaders and CDC Chairpersons of the Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Community Leader	55	52.9	52.9	52.9
	CDC Chairperson	49	47.1	47.1	100.0
	Total	104	100.0	100.0	

Source: Field Survey, 2021

Table 4 above, showed that (52.9%) were Community Leaders; while, 47.1% were CDC Chairpersons.

Descriptive Statistics of the Questionnaire

Table 5: Mean Scores and Standard Deviation of the Respondents

	N	Minimum	Maximum	Mean	Std. Deviation
Proper waste management can help improve air condition of the residential environment.	104	1.00	5.00	3.5773	1.41300
Environmental education can assist inhabitants to work towards the improvement of their environment.	104	1.00	5.00	3.0103	1.53090
Planting of trees and flowers can help to control erosion and contribute to beautification of the environment.	104	1.00	5.00	3.0515	1.33363
Installation of solar-powered grids can contribute to sustainable electricity.	104	1.00	5.00	3.3711	1.41657
Valid N (list wise)	104				

Source: Field Survey, 2021

Table 5 above, showed the Mean Scores and Standard Deviation of the respondents. The result showed that the respondents agreed that the Environmental Dimension of Hotel CSR contributed to Rural Development.

	N	Minimum	Maximum	Mean	Std. Deviation
Provision of vocational education to the people can imbue them with	104	1.00	5.00	3.9297	1.97455

entrepreneurial and productive skills.					
Healthcare provision can improve the life expectancy and health insurance system of the rural people.	104	1.00	5.00	3.8114	1.72206
Provision of recreational centers like amusement parks can make the area a tourist attraction center.	104	1.00	5.00	3.7989	1.98255
Contributing to the provision of basic education can increase access to education and literacy rate amongst the rural people.	104	1.00	5.00	3.8227	1.82606
Valid N (list wise)	104				

Table 6 above, showed that the respondents agreed that the Social Dimension of Hotel CSR contribute to Rural Development.

Table 7: On how Job Creation contributed to Rural Development

	N	Minimum	Maximum	Mean	Std. Deviation
Creation of ancillary jobs for the local people can improve their standard of living.	104	1.00	5.00	4.3948	1.61512
Purposeful donations to the community can help improve the welfare of the people.	104	1.00	5.00	3.8417	1.53390
Purchasing local products can bring economic yield to the local community.	104	1.00	5.00	3.9072	1.50064
Providing local farmers with fertilizers and other agricultural facilities can help improve their agricultural products.	104	1.00	5.00	4.3814	1.72806
Valid N (list wise)	104				

Table 7 above, showed the summary of the Mean Scores and Standard Deviation of the responses of the respondents on how Job Creation by Hotel Businesses contributed to Rural Development. The result showed that the respondents agreed that Job Creation by Hotel Businesses contributed to Rural Development.

Table 8: Skill Acquisition and Rural Development

	N	Minimum	Maximum	Mean	Std. Deviation
The skilled acquired will prepare young people for any specific job.	104	1.00	5.00	3.4742	1.30769
Skill acquisition promotes self-development and self-employment.	104	1.00	5.00	3.9701	1.72355
The acquisition of skills will prepare the individual to fit in readily to employment in all sectors of the economy.	104	1.00	5.00	3.8172	1.62769
Skill acquisition leads to the creation of wealth.	104	1.00	5.00	3.6033	1.46306
Valid N (list wise)	104				

Table 8 above, showed the summary of the Mean Scores and Standard Deviation of the responses of the respondents on how Skill Acquisition contributed to Rural Development. The result showed that the respondents agreed that Skill Acquisition contributed to Rural Development.

Testing of Hypotheses

To examine the relationship between the Independent and Dependent Variables, the Null Hypotheses were tested using Spearman Rank Correlation Coefficient. The estimation was facilitated by Statistical Package for Social Sciences (SPSS) 21.0 version.

With Spearman Rank Correlation, a Correlation Coefficient of zero ($r = 0.0$) indicates the absence of a linear relationship and a Correlation Coefficients of $r = +1.0$ and $r = -1.0$ indicate perfect linear relationship. Also, a Correlation Coefficient of $r > 0.05$ indicates strong degree of linear relationship; while, a Correlation Coefficient $r < 0.05$ indicates weak degree of linear relationship.

The decision rule for accepting or rejecting any of our Null Hypotheses are as stated below: Reject the Null Hypothesis at 5% level of significance, if the significant value (P-value) is less than 0.05.

Accept the Null Hypothesis at 5% level of significance, if the significant value (P-value) is greater than the 0.05.

Test of Null Hypothesis One

H₀₁: There is no relationship between Hotel Corporate Social Responsibility and Waste Management for Rural Development in Oguta Local Government Area in Imo State.

Table 9: Spearman's Rank Correlation Analysis for the First Hypothesis

Correlations				
			Hotel Corporate Social Responsibility	Waste Management for Rural Development
Spearman's rho	Hotel Corporate Social Responsibility	Correlation Coefficient	1.000	.574 **
		Sig. (2-tailed)	.	.000
		N	104	104
	Waste Management for Rural Development	Correlation Coefficient	.574 **	1.000
		Sig. (2-tailed)	.000	.
		N	104	104
**. Correlation is significant at the 0.05 level (2-tailed).				

Table 9 above, revealed a Spearman Rank Correlation Coefficient of 0.574. This result indicated that there was significant relationship between Hotel Corporate Social Responsibility and Waste Management for Rural Development in Oguta Local Government Area in Imo State. This is because the Correlation Coefficient is greater than 0.05; that is, $r=0.574$.

Decision on Hypothesis One: Since the significant value (P-value) of 0.000 is less than 0.05, we therefore reject the Null Hypothesis One (H_{01}) and accept the Alternate, which means that there is significant Relationship between Hotels' Corporate Social Responsibility and Waste Management for Rural Development in Oguta Local Government Area in Imo State.

Test of Null Hypothesis Two

H_{02} : There is no relationship between Hotel Corporate Social Responsibility and Education for Rural Development in Oguta Local Government Area in Imo State.

Table 10: Spearman's Rank Correlation Analysis for the Second Hypothesis

Correlations				
			Hotel Corporate Social Responsibility	Education for Rural Development
Spearman's rho	Hotel Corporate Social Responsibility	Correlation Coefficient	1.000	.642**
		Sig. (2-tailed)	.	.000
		N	104	104
	Education for Rural Development	Correlation Coefficient	.642**	1.000
		Sig. (2-tailed)	.000	.
		N	104	104
**. Correlation is significant at the 0.05 level (2-tailed).				

Table 10 above, revealed a Spearman Rank Correlation Coefficient of 0.642. This result indicated that there was a significant relationship between Hotel Corporate Social Responsibility and Education for Rural Development in Oguta Local Government Area in Imo State. This is because the Correlation Coefficient is greater than 0.05; that is, $r = 0.642$.

Decision on Hypothesis Two: Since the significant value (P-value) of 0.000 is less than 0.05, we therefore reject the Null Hypothesis Two (H_{02}) and accept the Alternate, which means that there is significant Relationship between Hotels' Corporate Social Responsibility and Education for Rural Development in Oguta Local Government Area in Imo State.

Test of Null Hypothesis Three

H_{03} : There is no relationship between Hotel Corporate Social Responsibility and Job Creation for Rural Development in Oguta Local Government Area in Imo State.

Table 11: Spearman's Rank Correlation Analysis for the Third Hypothesis

Correlations				
			Hotel Corporate Social Responsibility	Jobs Creation for Rural Development
Spearman's rho	Hotel Corporate Social Responsibility	Correlation Coefficient	1.000	.774**
		Sig. (2-tailed)	.	.000
		N	104	104
	Jobs Creation for Rural Development	Correlation Coefficient	.774**	1.000
		Sig. (2-tailed)	.000	.
		N	104	104
**. Correlation is significant at the 0.05 level (2-tailed).				

Table 11 above, revealed Spearman Rank Correlation Coefficient of 0.774. This result indicated that there was significant relationship between Hotel Corporate Social Responsibility and Job Creation for Rural Development in Oguta Local Government Area in Imo State. This was because the Correlation Coefficient was greater than 0.05; that is, $r = 0.774$.

Decision on Hypothesis Three: Since the significant value (P-value) of 0.000 is less than 0.05; we therefore reject the Null Hypothesis Three (H_{03}) and accept the Alternate; which means that there is significant Relationship between Hotels' Corporate Social Responsibility and Job Creation for Rural Development in Oguta Local Government Area in Imo State.

Test of Null Hypothesis Four

H_{04} : There is no Relationship between Hotels' Corporate Social Responsibility and Skill Acquisition for Rural Development in Oguta Local Government Area in Imo State.

Table 12: Spearman's Rank Correlation Analysis for the Fourth Hypothesis

Correlations				
			Hotel Corporate Social Responsibility	Skill Acquisition for Rural Development
Spearman's rho	Hotel Corporate Social Responsibility	Correlation Coefficient	1.000	.622 **
		Sig. (2-tailed)	.	.000
		N	104	104
	Skill Acquisition for Rural Development	Correlation Coefficient	.622 **	1.000
		Sig. (2-tailed)	.000	.
		N	104	104
**. Correlation is significant at the 0.05 level (2-tailed).				

Table 12 above, revealed Spearman Rank Correlation Coefficient of 0.622. This result indicated that there was significant relationship between Hotel Corporate Social Responsibility and Skill Acquisition for Rural Development in Oguta Local Government Area in Imo State. This was because the Correlation Coefficient was greater than 0.05; that, $r = 0.622$.

Decision on Hypothesis Four: Since the significant value (P-value) of 0.000 is less than 0.05, we therefore reject the Null Hypothesis Four (H_{04}) and accept the Alternate; which means that there is significant Relationship between Hotels' Corporate Social Responsibility and Skill Acquisition for Rural Development in Oguta Local Government Area in Imo State.

Discussion of Findings

The First Hypothesis stated that there is no Relationship between Hotels' Corporate Social Responsibility and Waste Management for Rural Development in Oguta Local Government Area in Imo State. This was tested at 5% significance level using Spearman Rank Correlation Coefficient. The result of our analysis showed a p-value of 0.000 while the alpha value was 0.05. Following the decision rule, the Null Hypothesis was rejected and the Alternate accepted which stated that: There is Relationship between Hotels' Corporate Social Responsibility and Waste Management for Rural Development in Oguta Local Government Area in Imo State. Our analysis also showed Correlation Coefficient of 0.574 and Coefficient of Determination of 33%. This implies, there is moderate positive Relationship between Hotels' Corporate Social Responsibility and Waste Management for Rural Development in Oguta Local Government Area in Imo State

The Second Hypothesis stated that: There is no Relationship between Hotels' Corporate Social Responsibility and Education for Rural Development in Oguta Local Government Area in Imo State. This was tested at 5% significance level using Spearman Rank Correlation Coefficient. The result of our analysis showed a p-value of 0.000; while the alpha value was

0.05. Following the decision rule, the Null Hypothesis was rejected and the Alternate was accepted; which means that: There is Relationship between Hotels' Corporate Social Responsibility and Education for Rural Development in Oguta Local Government Area in Imo State. Our analysis also showed Correlation Coefficient of 0.642 and Coefficient of Determination of 41%. This implies moderate positive relationship between Hotels' Corporate Social Responsibility and Education for Rural Development in Oguta Local Government Area in Imo State.

The Third Hypothesis stated that: There is no Relationship between Hotels' Corporate Social Responsibility and Job Creation for Rural Development in Oguta Local Government Area in Imo State. This was tested at 5% significance level using Spearman Rank Correlation Coefficient. The result of our analysis showed a p-value of 0.000; while, the Alpha Value was 0.05. Following the decision rule, the Null Hypothesis was rejected and the Alternate accepted; which means that: There is significant Relationship between Hotels' Corporate Social Responsibility and Job Creation for Rural Development in Oguta Local Government Area in Imo State. Our analysis also showed Correlation Coefficient of 0.774 and Coefficient of Determination of 60%. This implies strong positive Relationship between Hotels' Corporate Social Responsibility and Job Creation for Rural Development in Oguta Local Government Area in Imo State.

The Fourth Hypothesis stated that: There is no Relationship between Hotels' Corporate Social Responsibility and Skill Acquisition for Rural Development in Oguta Local Government Area in Imo State. This was tested at 5% significance level using Spearman Rank Correlation Coefficient. The result of our analysis showed a p-value of 0.000; while, the Alpha Value was 0.05. Following the Decision Rule, the Null Hypothesis was rejected and the Alternate accepted; which means that: There is significant Relationship between Hotels' Corporate Social Responsibility and Skill Acquisition for Rural Development in Oguta Local Government Area in Imo State. Our analysis also showed Correlation Coefficient of 0.622 and Coefficient of Determination of 37%. This implies moderate positive Relationship between Hotels' Corporate Social Responsibility and Skill Acquisition for Rural Development in Oguta Local Government Area in Imo State.

Conclusion

Development could be considered as improvement of Socio-Economic conditions and Environmental well-being of the people. Hotels' Corporate Social Responsibility could be the instrumental to the achievements of the desired Socio-Economic advancement and Environmental well-being for the Rural people, in the form of Rural Development. As good corporate citizens as concerned, it becomes expedient for Hotel Businesses to contribute to the Socio-Economic advancement and environmental well-being for their Host Communities through initiative Corporate Social Responsibility.

However, achieving optimal Rural Development for the Rural Areas or Communities through Corporate Social Responsibility Strategies and Initiatives of Hotels, would require

Hotel Businesses to embark on Waste Management programs, Skill Acquisition programs, provision of Education and Jobs Creation for their Host Communities such as Oguta Local Government Area, Imo State. These would empower and enable people to better management their environment, create wealth for themselves and ultimately contribute their quota to the overall Socio-Economic advancement and hence, provide development for the Rural Areas.

Recommendations

- Hotel Businesses should invest more on education as to massively contribute to Rural Development.
- Hotel Businesses should create more jobs for the rural people as this could contribute significantly to Rural Development.
- Hotel Businesses should see Corporate Social Responsibility to host communities as one of their Civic Responsibilities for their communities of interest. Thus, seeking to contribute their quota to the advancement of the communities, creates joyous relationships for themselves as they remain sustainable and profitably.
- Community and Youth Leaders should encourage the Hotel Businesses in their areas to conceive and implement Corporate Social Responsibility initiatives, and shun hostile practices for the businesses. The Leaders should also maintain atmosphere of peace and security to enable companies in the Communities do their businesses in a peaceful and conducive Environment.

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