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Hospitality Services and the Promotion of Religious Tourism: A study of Redemption City, Nigeria

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Religious tourism is acknowledged as a fast-growing sector within the tourism business, and hospitality services' role in supporting this growth is important. This study used a quantitative research design to explore the specific function that hospitality services have in promoting religious tourism. Literature study and the distribution of structured research questionnaires to Redemption Resort visitors during monthly programs were the methods adopted for the collection of data. The results show that hospitality services promote religious tourism by providing a safe and comfortable stay, planning religious activities and ceremonies, and providing regional and traditional foods. The study also discusses issues like maintaining cultural authenticity and handling religious diversity that hospitality services must deal with in this situation. The study concludes that hospitality services are crucial to the growth of religious tourism and have the potential to influence the sector's overall expansion significantly.

Key Words: religion, tourism, hospitality services, religious tourism, Redemption City, Nigeria

Introduction

Religious tourism has been identified as a rapidly growing segment of the tourism industry (Wang, 2022). According to UN Tourism (formerly the UNWTO), religious tourism is all forms of tourism that are motivated by religious faith or which have as their main purpose visiting religious sites, attending religious events or experiencing religious phenomena. The growth of religious tourism has been attributed to various factors, including increased religious affiliation, the search for spiritual fulfilment, and the desire to experience different cultures.

According to Malkowski, Mickiewicz, and Malkowska (2020), religious tourism is a form of tourism that has developed over the years and religious tourists are increasingly growing in enthusiasm. Different religions worldwide are attracting people to visit different destinations in the name of religious activities. Among the biggest of these religions are various Christian faiths, Islam and Hinduism (Malkowski *et al.*, 2020), which are guided by the various histories attached to them, which direct the current activities carried out to meet the needs of the believers. These activities have helped to

motivate the need for people to move from their usual places of residence to places where religious activities occur, hence the concept of religious tourism. Religious tourism has gained attention and has developed more expansively as it is diverse and not limited to certain religions (Subarkah, 2018a). Hospitality services play a significant role in promoting religious tourism and this is linked to the fact that religious tourists can have unique needs and requirements - hospitality services are crucial in meeting these needs. This research paper explores the role of hospitality services in promoting religious tourism. The study was designed to examine the relationship between Hospitality Services and Religious Tourism, while focusing on a study of the Redeemed Christian Church of God, in Ogun State, Nigeria.

Research Hypotheses

The following are the research null hypotheses which are tested in the study:

- H₀₁:** There is no significant relationship between religious tourism and the catering sector.
- H₀₂:** There is no significant relationship between religious tourism and the accommodation sector.

Religious Tourism

For many nations worldwide, tourism is a significant source of income, and one of the main components of service exports, thus, having a high impact on balance of payments (Al- Meshafi, 2022). Over the years, tourism has become a force to reckon with, even though it is a service industry. Religious tourism is a niche within the segment of cultural tourism, comprising four specialist niches: pilgrimages; visiting sacred sites; church, mosque and temple tourism; and travel for mission or worship (CBI, 2020). Antunes *et al.* (2017) see religious tourism as a pioneering form that started at the dawn of humanity. Search for spiritual and religious experience is, according to Butler & Suntikul (2018), a key inspiration from the earliest parts of human history for the movement of people from their usual place of residence to a destination. Tourism motivated by religious stimuli is an expression of a personal quest where a person is seeking personal meaning, and thus, is manifest in inner values and beliefs (De Ascaniis & Cantoni, 2015).

Religious tourism is faith-based tourism undertaken in places of religious / spiritual activities and has been diversely defined by different authors. According to Okonkwo (2015), it is a form of tourism whereby people of the same faith travel individually or in groups for religious purposes. According to Saini (2020), religious tourism is travelling to a religious place to seek blessings from God and enjoy the pleasure of travelling, including art, culture, traditions and architecture. The concept of religious tourism refers to diverse forms of spiritual activities based on faith and belief, which involves the movement of people from their usual places of residence to places where these spiritual activities can be carried out.

There are two main categories of visitors to religious sites: believers and non-believers, who require different strategies (CBI, 2020). The literature states that religious tourism involves more than just engaging in religious activities; it also includes crusades, pilgrimages, missionary travel, spiritually focused leisure travel, faith-based cruising, conventions, rallies, retreats, visits to monasteries, faith-based camps, trips to sacred places, festivals, and more (Saini, 2020). Religious tourism has its historical beginnings in the Roman era preceding the

Common Era, when foreign travellers visited Egypt to see the magnificent pyramids (Ayorekire *et al.*, 2020). Notably, African travellers made pilgrimages to sacred places as early as 1324, including Mansa Musa, the Emperor of the former Mali Empire, whose journey to Mecca is a well-known event during his reign (Ayorekire *et al.*, 2020; Mackay *et al.*, 2007).

Adejimi & Aremu (2019) conducted a study investigating the impacts of religious tourism on development, focusing on the case of Redemption Camp in Mowe, Ogun State, Nigeria. Their research delves into the development facilitated by religious tourism activities within the camp, utilising participant observation, unstructured interviews, and key informant interviews as research methods. Their structured interviews provide insights into Redemption Camp's status as a religious tourism destination, while unstructured interviews explore visitors' attitudes as religious tourists. The study specifically highlights the role of religious tourism in the ongoing development of Redemption Camp and its spillover effects on residents and host communities. Factors contributing to the success of religious tourism activities include efficient transportation, stable electricity, comfortable accommodation, and access to clean water. Notable attractions within the camp, such as Redemption Resort and Redeemer's High School, have contributed to its reputation as a self-sustaining entity. However, with ongoing expansion activities in Redemption Camp, the management must implement necessary precautionary measures to safeguard against potential disruptions to the environmental harmony of the camp.

Iriobe and Abiola-Oke (2019) studied the relationship between the use of e-WOM and tourist revisiting intention to a religious destination, and explored how management must implement e-WOM to influence the relationship between Subjective Norm, Perceived Behavioural Control and Revisit Intention of visitors to religious destinations. The hypotheses for their study were tested using a Hierarchical Regression model. The essence was to examine the effect of each variable on revisit intention. The findings show that e-WOM, subjective norm, perceived behavioural control, and attitude can all strongly influence revisit intention, but, the use of e-WOM weakens the revisit intention of religious tourists. The study recommends that managers

of religious events pay more attention to the experience rather than using e-WOM as a promotional tool. It may attract new visitors, but it will not make them return.

Morpeth (2011) studied the management of religious tourist attractions in the UK. The study aimed to gain insights into the capacity of religious places of worship to share and promote sacred and spiritual sites as places for tourists. The purpose of the study was to provide theoretical and empirical insights on various aspects of promotion

- 1) the implications of managing UK cathedrals and churches using finite resources both in terms of staff (volunteers) and limited operational budgets to both maintain places for worship and leisure visitation;
- 2) consumer expectations as to what religious authorities should offer visitors in terms of places for spiritual engagement but also educational, information and entertainment experiences;
- 3) the potential policy dissonance between church and cathedral authorities, local authorities and tourist organisations in product development and marketing of religious resources as part of destination marketing.

Muriuki, Burorial, and Mutegi (2018) examined the potential contribution of market appeal and authenticity to religious tourism branding in the Kenyan Coast, Western, and Eastern regions. They adopted Multistage Cluster Sampling to analyse the responses of 700 participants using structured interviews between February 2012 and April 2013 - targeting communities, tourists, and developers. Their questionnaires examined the types of shrines, utilisation rate, perceived importance, and current development levels. It further assessed practical religious tourism branding strategies within regions. Data analysis involved factor analysis and indicated that Kenyan shrines serve natural, physical, and cultural purposes, which all determine their market appeal. Effective product branding strategies emerge from new brands, line extensions, and brand extensions ($p < 0.05$). Thus, their work implies there is a risk of perceived loss of product authenticity. Shrines' market appeal and authenticity drive religious tourism branding initiatives, while packaging strategies further determine product performance in religious destinations.

Lachlali *et al.* (2019) studied visitor's motivations towards religious tourism sites in West Thessaly, Greece. The study investigated the effect of visitor's motivations on the region's sustainability. It was concluded that the environment and religious atmosphere mainly motivate visitors to the region. Also, monuments and other activities, such as religious, cultural and nature-based tourism, motivate visitors to the region.

Religious Tourism and Hospitality Service Initiatives

Antunes *et al.* (2017) investigated the competitive strategy of religious tourist destinations and the need to increase the discussions on religious tourism, a promising segment in the tourism sector. The study was based on how hospitality actions and service offerings in religious destinations encourage visitors to return to the location. Hence, their paper analysed the contributions of hospitality and service provision to the competitiveness of religious destinations, the satisfaction of the believers and a return visit to the destination. Data were collected from Brazilian travellers through a Likert scale questionnaire, and proposed hypotheses were tested. Findings indicated that the feeling of being welcomed in religious destinations positively affects the return of visitors to the destination. The findings suggest that religion is not the only attraction of religious destinations.

Zarb (2020) examined the differences between tourism as a socio-cultural activity and a socio-economic sector. Their study emphasises how active community engagement is essential for sustainable and culturally enriching tourism. The argument focuses on how engagement with local communities, mainly when visitors engage in activities fundamental to local events, ultimately realises authentic components of hospitality, service, and overall experience. In order to create meaningful participation, the study promotes implementing a Community-Based tourism model, emphasising the significance of development strategies matched with community interests. This study is especially pertinent to places like Malta that want to grow their religious tourism industry because it emphasises how critical it is to prioritise socially conscious stakeholder participation in a way that will benefit everyone involved.

Devkant & Barthwal (2020) investigated the effects of various attributes of food and restaurant experience on tourists' satisfaction in mountainous religious destinations of India. Their findings showed that the restaurant's quality of food, service, ambience and physical attributes significantly contribute to tourist satisfaction. Their results also showed that another primary motivation of tourists to a destination is their culinary experience, which involves one-third of tourist expenses. Food-related experiences influence tourists' satisfaction and revisit intention to a destination (Lina *et al.* (2016). Memorable food experiences have been seen as essential elements for destinations in order for them to strengthen their image and expand tourist growth.

Lina, Nuno Almeida and Viktorija (2016) analysed the differences in customer satisfaction in the catering industry in two countries. Their findings reveal that determinants of customer satisfaction in relation to catering facilities are similar in both countries. Their findings also reveal that image influences expectations and loyalty; expectations influence perceived quality, perceived quality influences perceived value and satisfaction, and satisfaction influences loyalty and complaints. The results also show that their theoretical model provides a well-known index for accurate measurement. The study concluded that perceived quality and perceived value strongly influence satisfaction. Also, investment in catering facilities should focus on enhancing a positive public image, promoting innovation and gaining customers' trust.

Jackson (2017) studied why the tourism and hospitality sectors must work as one. Specifically, the study talks about how the tourism sector relies on the hospitality sector for domestic and international tourism; the tourism industry arranges travel for tourists, but the hospitality industry provides necessary services such as accommodation and food. Their findings reveal that tourism also helps the hospitality sector. A remote location abroad with major potential could be relatively unknown, but once tourists have discovered its appeal, it may start to draw attention. The hotels and lodges in the surrounding area would then grow to accommodate the increase in tourists.

The Role of Hospitality Services in Promoting Religious Tourism

Religious tourists frequently travel great distances to visit religious sites and activities; therefore, offering pleasant and safe lodging is vital in encouraging religious tourism. This in turn leads to the development of the economy (Alanzi, Kulendran & Nguyen, 2023). Hospitality services ensure religious visitors have a comfortable and safe stay (Kumar, 2022). Thus, hospitality services that arrange the events are more likely to attract religious tourists. Hospitality services that serve local and traditional cuisines are more likely to attract religious tourists because religious tourists often seek to experience local cultures and traditions, and food plays a significant role in this experience.

Managing religious diversity is a key challenge facing the promotion of religious tourism by the hospitality industry. Religious tourism can involve visitors from different backgrounds. Thus, hospitality services must manage this diversity and cater to the unique needs of each group. While doing this, they must also maintain cultural authenticity of the destination, which is another critical challenge.

Study Area- Redemption Camp

Located in Ogun State Nigeria (at 6.804193, 3.452878) RCCG Redemption Camp site has grown to include more than 2500 hectares. An online source estimates that the camp's inhabitants number roughly 12,000 people (The Economist, 2018). At the monthly Holy Ghost service held at Redemption Camp, around 3 million worshipers have been documented, according to Adedibu (2019).

Redemption Camp has about 50 hospitality establishments, according to statistics on the industry, one of which is the Redemption Resort, a premier hotel chain with up-to-date amenities. Although there are other businesses in the area, Redemption Resort has managed to stand out thanks to its many amenities and high standards of customer support. During preliminary research, the authors interviewed the manager of Redemption Resort on the visitation of guests; the manager stated that Redemption Resort receives an average of 350 visitors per month, 150 visitors per week, and 50 visitors per day (Authors, 2022). It was decided

Table 1: Some Accommodation and Catering Services in The Redemption City

Accommodation Providers	Catering Services Providers
Shiloh Apartment	Kings Catering Services
Moses Apartment	Tantalizers
White-House Apartment	The Cherith
Dove Apartment	Christ The Redeemer's Mission Restaurant
The Shepherd's Place	Busy Hands Restaurant
Joy To The Wise Apartment	Double Portion Catering services
Jordan Apartment	Banquet Hall
International Guest Suites	Mimi's Catering Services
Bethel Suites	
Comfort Palace Apartment	
The Redeemed Christian Bible College Guest House	
The Redemption Resort	

Source: Field Survey (2022)

that visitors to Redemption Resort in Redemption Camp would be chosen randomly from the population for research, to obtain highly accurate results for the study. Table 1 lists some of the other notable accommodation and catering services at Redemption Camp.

Research Design

A descriptive quantitative survey approach was adopted for the study. The population of the study are guests at the International Resort of Redemption Camp. This population is often present during the peak period, which includes the monthly Holy Ghost Services and during Convention and Congress services. The preliminary survey's data revealed that the hospitality outlet typically attracts 350 guests on average during monthly programs. Therefore, this statistic was used to determine the sample size using Yamane's formula. A total of sample of 187 was calculated, forming the sample for the study.

A self-administered questionnaire was designed to collect the study's primary data. 187 questionnaires were

administered for the study, which forms the sample size. Both descriptive and inferential analysis were used in evaluating the collected data. The descriptive analysis includes tables showing response frequencies, while chi-square analysis was adopted to test the study's hypotheses. The formula in Figure 1 was used to determine the chi-square.

Findings

The total number of questionnaires distributed was one hundred eighty-seven (187) copies. All the administered questionnaires were filled and returned.

Impact of the Redemption Resort on Religious Activities

Table 2 presents the results of a survey conducted to analyse the impact of the Redemption Resort on the development of religious activities in the Redemption Camp. The respondents were asked to rate the extent to which they agreed or disagreed with a series of statements using a scale of 1 to 5, where 1 represented 'to a very great extent,' and 5 represented 'to a minimal extent.'

Most respondents (123) agreed to a great extent that there are social amenities at the resort, while a few respondents (3) disagreed (to a minimal extent). Most respondents (101) agreed to a great extent that there is effective room service, while a few respondents (2) disagreed. Most respondents (109) agreed that there is easy access to the restaurant, while a few respondents (2) disagreed.

Figure 1: Formula to Determine Chi Square

$$X^2 = \frac{\sum (O - E)^2}{E}$$

DF=Degree of Freedom = (K-1)
= (5-1)
=4 Where:
X²= Chi-square
O= Observed Frequency
DF= Degree of Freedom
H₀= Null Hypothesis
H₁= Alternate Hypothesis
R= Row
C= Column

Table 2: Impact of Redemption Resort on Development of Religious Activities in Redemption Camp

(1 = 'to a very great extent' 5 = 'to a minimal extent')

S/N	ITEM	1	2	3	4	5
1	There are social amenities at the resort	123	51	11	3	3
2	There is effective room services	101	73	8	2	2
3	There is easy access to the restaurant	109	60	13	3	2
4	The restaurant offers quality services	102	67	15	2	3
5	There are a variety of food options in the restaurant	98	74	9	6	3
6	Both local and continental dishes are available	76	87	16	7	3
7	I will continue to attend monthly programs because of my experience here	82	94	7	3	3
8	The resort has encouraged me to keep coming to the redemption camp	76	100	9	3	3
9	This resort has contributed to my coming here for spiritual exercise	77	96	10	3	3
10	The existence of the accommodation sector has increased religious activities at the redemption camp	82	94	8	3	3
11	The existence of the catering sector has increased religious activities at the Redemption camp	84	95	4	3	3

Source: Field Survey (2022)

The majority of respondents (102) agreed that the restaurant offers quality services, while a few respondents (3) disagreed. Most respondents (98) agreed that there are a variety of food options in the restaurant, while in contrast, a few respondents (3) disagreed slightly. Most respondents (87) agreed that local and continental dishes are available, while a few respondents (3) disagreed. Most respondents (94) agreed that they would continue to attend monthly programs because of their experience at the resort, while a few respondents (3) disagreed minimally. Most respondents (100) agreed that the resort had greatly encouraged them to keep coming to Redemption Camp. In contrast, a few respondents (3) disagreed. Most respondents (96) agreed that the resort has contributed greatly to their coming here for spiritual exercise, while a few respondents (3) disagreed to a minimal extent.

The majority of respondents (94) greatly agreed that the existence of the accommodation has increased religious activities at Redemption Camp. In contrast, a few respondents (3) disagreed minimally. The majority of respondents (95) agreed to a great extent that the catering sector has increased religious activities at Redemption Camp. In contrast, a few respondents (3) disagreed.

Overall, the survey results suggest that the Redemption Resort has positively impacted the development of religious activities at Redemption Camp. The respondents agree that the resort provides social amenities, effective room services, easy access to the restaurant, quality food

services, and various food options. Additionally, the resort has encouraged respondents to attend monthly programs and continue attending Redemption Camp for spiritual exercise. The existence of the accommodation and catering sectors has also increased religious activities at Redemption Camp.

Hypothesis Testing

Two hypotheses were formulated and tested using Chi-square to check the relationship between the variables. These null hypotheses picked two sectors of the hospitality services - accommodation and catering - as the vital essential sectors and their relationship with promoting religious tourism.

Null Hypothesis 1

Ho1: *There is no significant relationship between the accommodation sector and religious tourism.*

The first hypothesis tested the relationship between the accommodation sector and religious tourism. Based on the chi-square analysis in Table 3, the calculated X^2 value (53.2) is greater than the critical value at 4 degrees of freedom and 0.05 significance level (9.49). Therefore, this null hypothesis is rejected, and the alternative hypothesis (i.e. *There is a significant relationship between the accommodation sector and religious tourism*) is accepted. This implies a significant relationship exists between the accommodation sector and religious tourism. The

Table 3: Chi-square Analysis Between the Accommodation Sector and Religious Tourism

	Observed (O)	Expected (E)	Residual (O-E)	(O-E) ²	X ² =(O-E) ² E
To a very great extent	82	37.4	44.6	1989.16	53.2
To a great extent	94	37.4	56.6	3203.56	85.7
Undecided	8	37.4	-29.4	864.36	23.1
To a little extent	2	37.4	-35.4	1253.16	33.5
To a very little extent	1	37.4	-36.4	1324.96	35.4
Total	187				231

Source: Field Survey (2022)

residual values indicate that the observed frequencies differ from the expected frequencies in each category. The positive residual values in the 'To a very great extent' and 'To a great extent' categories suggest that the accommodation sector significantly impacts religious tourism more than expected. The negative residual values in the 'Undecided,' 'To a little extent,' and 'To a minimal extent' categories imply that the accommodation sector has a lesser impact on religious tourism than expected in these categories. Therefore, the results suggest that the existence of the accommodation sector in Redemption Resort has contributed significantly to the development of religious activities in Redemption Camp. The positive experiences of guests with the social amenities, effective room services, and easy access to the restaurant have influenced their decision to attend monthly programs, keep coming to the Redemption Camp, and engage in spiritual exercises.

Null Hypothesis 2

Ho2: *There is no significant relationship between the catering sector and religious tourism.*

The second hypothesis tested the relationship between the catering sector and religious tourism. Based on chi-square analysis, the calculated value (88.7) is greater than the critical value at 4 degrees of freedom and 0.05 significance level (9.49). Therefore, the null hypothesis is rejected, and the alternative hypothesis (i.e. *There is a significant relationship between the catering sector and religious tourism*) is accepted. This implies a significant relationship between the catering sector and religious tourism. The residual values indicate that the observed frequencies differ from the expected frequencies in each category. The positive residual values in the 'To a very great extent' and 'To a great extent' categories suggest that the catering sector significantly impacts religious tourism more than expected. The negative residual values in the 'Undecided,' 'To a little extent,' and 'To a

Table 4: Chi-Square Analysis Between the Catering Sector and Religious Tourism

	Observed (O)	Expected (E)	Residual (O-E)	(O-E) ²	X ² =(O-E) ² E
To a very great extent	84	37.4	46.6	2171.56	58.1
To a great extent	95	37.4	57.6	3317.76	88.7
Undecided	4	37.4	-33.4	1115.56	29.8
To a little extent	2	37.4	-35.4	1253.16	33.5
To a very little extent	2	37.4	-35.4	1253.16	33.5
Total	187				244

Source: Field Survey (2022)

minimal extent' categories imply that the catering sector has a lesser impact on religious tourism than expected in these categories.

Therefore, the results suggest that the existence of the catering sector in Redemption Resort has contributed significantly to the development of religious activities in Redemption Camp. The restaurant's quality services and variety of food options have influenced guests' decision to attend monthly programs, keep coming to Redemption Camp, and engage in spiritual exercises.

Discussion of Findings

Positive results are evident in the survey examining how Redemption Resort affected religious activities at Redemption Camp. Most respondents acknowledged the resort's benefits, highlighting social amenities, in-room dining options, high-calibre restaurants, and program participation. These results were corroborated by the chi-square analysis, which showed a strong correlation between religious tourism, the resort's lodging and catering industries.

The findings suggest that Redemption Resort offers necessities and substantially positively impacts visitors' satisfaction. This effect also promotes ongoing engagement in monthly programs, spiritual exercises, and religious activities at Redemption Camp.

The restaurant's availability of a wide variety of meal options and high-quality services was found to have a particularly significant influence. The findings highlight the significance of customising services to fulfil the demands of religious visitors and have implications for religious groups and the hospitality sector. Notwithstanding many constraints, this research offers significant perspectives on the complex relationship between hospitality services and religious tourism, opening doors for additional investigation and cooperation between these two domains. The findings of this study are in agreement with the study of Antunes *et al.* (2017) which aimed to analyse the contribution of hospitality and service provision to the competitiveness of a religious destination, the satisfaction of the believers and their return, with a focus on European sanctuaries.

Their findings indicated that the feeling of being welcomed in religious destinations positively affects the return of visitors to the destination. This is made evident in this study, which focuses on two critical aspects of hospitality: accommodation and catering services. The findings indicate that religion is not the only attraction in religious destinations (Antunes *et al.*, 2017), therefore, ensuring adequate satisfaction and care for visitors is an essential element of religious sites. The significance of this study therefore is to identify and confirm the most appealing of the services of Redemption resort for religious tourists.

The survey's findings and analysis clearly show how Redemption Resort has benefited Redemption Camp's religious endeavours. The respondents acknowledged the resort's excellent offerings, a wide range of eating options, and friendly atmosphere and also emphasised the critical role that hospitality services play. Statistical analysis confirmed two significant hypotheses, which show a significant relationship between religious tourism and the resort's accommodation and catering industries. Positive residual values demonstrate that hospitality services have a more significant influence on religious tourism, highlighting the critical role that hospitality services play in elevating the religious experience.

These findings have broad ramifications for the hospitality industry and religious entities. These data encourage hospitality businesses to personalise their services to religious travellers' specific needs and make their stay more memorable and fulfilling. Concurrently, organisations who manage religious sites can work with hosts to improve their followers' general engagement and contentment when engaging in spiritual activities.

Conclusion

This study highlights how essential hospitality services - accommodation and catering - are encouraging religious travel. Encouraging religious travellers to pursue their religious interests requires, among other things, that they have a comfortable and safe place to stay. Furthermore, the connection of religious activities and hospitality services comes to light as a critical component since they both draw religious tourists and give them significant

chances to participate in these events. Serving regional and traditional food contributes even more to the hospitality services' varied function in fostering religious tourism.

Recommendations

In order to guarantee that visitors have a happy and fulfilling stay, it is recommended that Redemption Resort should preserve and improve the calibre of its services, paying particular attention to social facilities, hotel services, and restaurant options. It is also good to vary food offerings to accommodate various dietary requirements and tastes.

In order to draw in greater crowds, the resort has to think about advertising specific packages for religious gatherings and work between religious institutions and service providers to offer preferred accommodations and services. Raising awareness requires spending money on outreach to religious communities and focused marketing. It is advised to routinely obtain input from visitors in order to pinpoint areas in need of development. Adding more recreational and spiritual activities and adopting sustainable practices could also help the resort attract more religious visitors. The resort will stay relevant and appealing to its target audience by undertaking ongoing research and making adjustments to suit shifting trends in religious tourism.

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