

HISTORICAL SURVEY OF COMMERCIAL ACCOMMODATIONS IN TUBAH MUNICIPALITY FROM 2010-2022

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Abstract

The economic implication of commercial accommodation facilities (hotels, motels and inns) in the Tubah municipality predates the establishment of the University of Bamenda in 2010. Before establishing this University, these commercial accommodation facilities lacked the lustre of a thriving socio-economic sector within the municipality. Therefore, the creation of the University of Bamenda did not only revamp the sector but positively impacted and boosted the Tubah municipality's economy, even with some challenges. Against this backdrop, the study examines the positive implications of commercial accommodation facilities in the Tubah municipality. The study argues that the establishment of the University of Bamenda was the primary catalyst that aided in renovating these facilities and, in return, their contributions to the development of the Tubah municipality. To achieve the goals of this study, data were gleaned from both primary and secondary sources, then analyzed using qualitative methods and presented following a thematic approach. According to the findings of this study, commercial accommodation facilities in the Tubah municipality provided avenues for students and aborigines to socialize, provided accommodation for students on internships and research activities and promoted tourism in the Tubah municipality, especially in the communities of Bambui and Bambili. On the other hand, these facilities faced a number of challenges, including a lack of funds for expansion, an outbreak of the Corona virus and the effects of the ongoing Anglophone crisis.

Keywords: Hotels, motels, inns, municipality

Introduction

Commercial accommodation facilities such as hotels, motels and inns are one of the Tubah municipality's fastest-growing economic and social sectors. As a result of the establishment of the University of Bamenda in 2010, the number, diversity, and popularity of these facilities are rapidly increasing and following the enactment of Ordinance No. 90/007 of November 8, 1990, as amended by Law No 2013/004 of April 18, 2013, business operators in Cameroon diversified production and focused more on establishing commercial accommodation facilities.

This law expanded the incentives available to investors to boost economic growth and employment. Also, the adoption of the new investment charter of law No 2016/006 of April 18, 2016, on the harmonization of the leisure and hospitality sector in Cameroon ensured the rapid growth of commercial accommodation facilities in Cameroon, the North West Region, the Tubah municipality and the communities of Bambui and Bambili.

According to Hayward, commercial accommodation facilities such as hotels, motels and inns arose in the past when the services provided by these establishments were usually associated with religious festivals, death celebrations and other socio-political activities. Although these facilities were divided into five-star categories, no standard method for classifying these ratings and compliance with standard requirements was voluntary (Hayward 2000, p. 1). Due to differences in the business climate and competition, similar facilities in the United States of America with a specific rating may look very different with European, Asian or African standards.

According to the text, commercial accommodation facilities had a uniquely Cameroon classification to validate the establishment of these facilities in Cameroon (Law n°2016/006 of April 18 2016). Lundberg holds that the classification of these commercial accommodation facilities (hotels, motels and inns) differed from country to country depending on the environment or country in which they were located (Lundberg 1973, p 45). It was because an image of a hotel in Cameroon could only represent a motel in South Africa and an inn in the United States of America and Europe. Therefore, the classification and ranking of these facilities became difficult because each country had its policy to consider, depending on the legal and economic framework in place.

Commercial accommodation facilities were one of the fastest growing brands of businesses in Cameroon's North West Region, particularly in the Tubah municipality and the communities of Bambui and Bambili, especially after the establishment of the University of Bamenda (Segha Blacious, Per. Comm. 2022). This growth was also initiated as a result of the existence of other institutions such as the St. Thomas Aquinas Major Seminary (STAMS) Bambui, the Dominican Nuns, the Order of Capuchin Friars, the Sisters of Christ and Cameroon College of Arts Science and Technology (CCAST) Bambili. The presence of these institutions increased not only the student population but also the number of visitors who later used these facilities (Segha Blacious, Per. Comm. 2022).

Though with strides made, these commercial accommodation facilities remained a growing but relatively minor industry in the North West Region and the Tubah municipality in particular. Since the 1970s, the government of Cameroon has cultivated the industry by creating a Ministry of Tourism and Leisure. This ministry took care of all the leisure facilities, including hotels, motels and inns present in the entire territory and that encouraged investors into the industry (Fofang 2014, p 7). Therefore, for greater clarity, this study examined key concepts encompassing commercial accommodations such as hotels, motels, and inns.

Conceptual Clarification

This study carefully defined key concepts such as hotel, motel, and inn for clarity and better understanding. According to Roman and Martin (2016, p.52), a hotel is a profit-making venture or establishment that provides accommodation, meals and other leisure services for travellers and tourists, while Parasuraman and Berry (1991, p.34) hold that a hotel is an establishment that provides paid lodging on a short-term basis with facilities provided inside such as a modest-quality mattress, higher-quality beds, a dresser, a refrigerator and other kitchen facilities, upholstered chairs, a flat-screen television, and *en-suite* bathrooms. On the other hand, Lockyer (2005, pp.481-492) contrasts Martin and Berry's image of a hotel and contends that a hotel is a sophisticated accommodation facility that functions similarly to a normal residence with a common standard.

To Lockyer, a hotel is a permanent establishment consisting of four or more bedrooms, offers bed and breakfast on a short-term contract and provides specific minimum standards (Lockyer 2005, p 481-492). Judging from the three definitions, Lockyer fits into the context of the hotels in the Tubah municipality, mainly the Milky Way Hotel in Bambui, Elisam Hotel and Icham Hotel in Bambili. These three hotels are normal residences with a common standard, which consists of four or more bedrooms, offer bed and breakfast on a short-term contract and provide specific minimum standards. Despite the significant roles played by these facilities in the Tubah municipality, motels existed to supplement in a case where hotels were deficient.

According to Winter, a motel is a convenient temporary sleeping place, especially for people travelling by road (Winter 1980, p 23). A motel is a small sized low-rise lodging establishment similar to a limited service, lower-cost hotel, but typically with direct access to individual rooms from the car park. Motels were built to serve road travellers, including travellers on road trip vacations and workers. Furthermore, Clemes and Gan further posit that a motel is a federation of the words 'motor' and 'hotel' to give motel. To them, a motel is located primarily on the highway and provides modest lodging to highway travellers (Clemes, Gan and Ren 2011, 530-568). In motels, each room usually had its parking space, small bars and restaurants to entertain its temporal customers (Oeneche Clinton, Per. Comm. 2021). Havana and Johmas Motels in Bambui and Bambili communities fit the description of Clemes and Gen because they are smaller than a hotel and are found along the highways to Kom and Ndop towns, respectively. Despite the significant roles played by hotels and motels in Bambui and Bambili communities, the existence of inns was inevitable.

Yuvra holds that inns are commercial accommodation establishments that provide lodging, food and drinks for the public, especially travellers, or community gathering places that can provide lodging facilities (Yuvra 2017). An inn is a type of short-stay accommodation facility in a community, operated primarily to allow guests privacy, typically for one to three hours, but with overnight stay as an option (Yuvra 2017). From the definitions given

by Yuvra, inns in Bambui and Bambili are community gathering places that can provide lodging facilities for the night. However, whether hotels, motels or inns, they are all commercial accommodation facilities and the rationale behind their creation and contributions to the development of the Tubah municipality is the reason for this study.

The Rational for the Establishment of Hotels, Motels and Inns in Bambui and Bambili Communities

Several reasons have been advanced for creating commercial accommodation facilities within the Tubah municipality, particularly in the communities of Bambui and Bambili. Some of the reasons advanced were to raise revenue for the owners, create employment for the inhabitants of Bambui-Bambili communities, contribute to the economic development of the Tubah municipality, render leisure services to the inhabitants, and provide visitor accommodation facilities.

In the first place, the creation of commercial accommodation facilities in the Tubah municipality, particularly in the communities of Bambui and Bambili, was to raise revenue for the owners. We noted that the creation of the University of Bamenda spiralled a boom in many economic sectors, especially in the domain of commercial accommodation facilities. The vast student population, mostly youths, often used these facilities as leisure grounds for parties and birthday celebrations (Bearisi Celarine, Per. Comm. 2020). Many business people who got into these brands of businesses did so because they saw it as a fast income-generating sector and to raise revenue for themselves and their families. Therefore, many of them in these communities got involved in these businesses for that purpose.

Famous hotels, motels, and inns in Bambui and Bambili generated as much revenue as possible for their owners. For example, at the Elisam and Icham hotels, VIP rooms ranged between 50000frs to 75000frs a night while low-class rooms ranged between 10000frs to 15000frs a night. Motels and Inns such as Havana and Royal Dreams cost between 10000frs to 12000frs a night (Abie Darky, Per. Comm. 2019). The revenues generated were used for the owners' financial empowerment and economic development of these communities and the Tubah municipality. The table below shows the price changes for these commercial accommodation facilities from 2015 to 2020.

Table 1: Fluctuation in the Prices of Hotels, Motels and Inns in the Study Area

SN	Type of Accommodation	VIP Rooms	Average Rooms	Below Average Room	Period
1	Hotels	50000-75000	20000-30000	10000-15000	2015-2020
2	Motels	20000-30000	10000-15000	5000-7000	2015-2020
3	Inns	10000-12000	7000-10000	3000-5000	2015-2020

Source: Field Work (2020)

Another reason for establishing commercial accommodation facilities in the communities of Bambui and Bambili in the Tubah municipality was to create employment, especially for the aborigines. The communities of Bambui and Bambili have been deprived of employment opportunities over the years due to a lack of industries and businesses that could help to increase the low employment rate. To remedy this situation, establishing some of these commercial accommodation facilities in these communities served as a wake-up call. According to research, these facilities have provided over 500 direct and indirect jobs to youths in these communities.

Moreover, the creation of commercial accommodation facilities in the Tubah municipality, particularly in the communities of Bambui and Bambili was aimed to contribute to the economic growth of the communities. These facilities pay taxes, which provide income not only to the Cameroonian government but also to the Tubah municipality and the communities of Bambui and Bambili. The revenue is used to develop other economic sectors such as community roads, pipe-borne water and rural electrification (Abie Darcy, Per. Comm. 2019).

The establishment of these commercial accommodations in the Tubah municipality, particularly in the communities of Bambui and Bambili was to render social and leisure services such as night clubs, Bakeries, swimming pools and well-constructed halls for social events. These services were often patronized for social and political activities like Birthday parties, school parties, marriage ceremonies and political talks or meetings. For example, the esplanade of the Icham Hotel was often used as a venue for political and campaign rallies for the ruling Cameroon People Democratic Movement (CPDM), most especially during the municipal, parliamentary and presidential elections of Cameroon in 2018 (Ekenyi Kennedy, Per. Comm. 2020). The services provided by these facilities placed the host communities at the pinnacle of leisure centres in the Tubah municipality.

The creation of these facilities in the Tubah municipality, particularly in the communities of Bambui and Bambili was for the accommodation of visitors in and around the University of Bamenda (Jude 2016, p 6). Some examples of visitors were visiting lectures at the University of Bamenda and other related tertiary institutions such as the National Polytechnic University Instituted Bamenda (NPUI) and Bamenda University of Science and Technology (BUST). Another group of persons who used these facilities were newly transferred workers and lecturers to the University of Bamenda and Cameroon College of Arts Science and Technology (CCAST) Bambili. Also, national and international tourists and persons sent on special missions to the University of Bamenda and several other government officials used either of these facilities until the end of their missions (Jude 2016, p 6).

Finally, some proprietors built these structures solely to meet the dying needs of their communities. The manager of Icham Hotel stated in an interview, *"My proprietor, who doubles as the mayor of Tubah municipality, constructed Icham Hotel not only to please himself but the people in his municipality*

after serving the community for all these years" (Ntumnui Isidore, Per. Comm. 2020). The management of the Havana Motel Bambui was more concerned, claiming that the motel was built to meet his community's and late-arriving travellers' needs. Therefore, *"these facilities were built not only to satisfy the owners but the aspiration of the local communities to enjoy better facilities like modern halls for ceremonies, good bars for quality leisure moments and good hotel rooms"* (Manjo Emmanuelle, Per. Comm. 2020).

Evolutionary Trends of Commercial Accommodation Facilities in the Tubah Municipality

According to Battilani and Fauri, commercial accommodation facilities date back to 500 BC when earlier recorded evidence of hospitality facilities in Europe was noticed (Battilani and Fauri 2009, pp.27-48). Ancient cities, such as Corinth in Greece, had numerous establishments that offered their visitors food, drinks and beds. This ancient form of accommodation was later called inns. The inns of the biblical era were of primitive type, offering a bench in the corner of a room and, at times, even a table (Battilani and Fauri 2009, pp.27-48). In these ancient inn facilities, travellers stayed in a large hall while privacy and personal sanitation were non-existent.

In the third century AD, numerous accommodation premises mushroomed along the extensive brick-paved roads throughout Europe and minor Asia. Between 1750 and 1825, inns and motels in Britain gained the reputation of being the finest hospitality establishments; thus, motels were gradually introduced into the scene. The period of the Industrial Revolution led to the development of railways and steamships, making travelling more efficient, comfortable, faster and a shift in the focus of travel as travelling became more business-oriented (Battilani and Fauri 2009, pp.27-48).

According to Affleck, the term 'motel' was coined in 1950 by combining two words: 'motor' and 'hotel'. They are located primarily on highways and provide modest lodging to highway travellers. The development of extensive road networks in the early twentieth century led to more people travelling by vehicle (Affleck 2008, pp.268-280). This activity was widespread in Europe and America as travellers who travelled by their vehicles required clean and safe accommodations for the night and garages and refuelling facilities for their vehicles.

Hotels, on their part, were a manifestation of a broader social and economic scope of inns and motels. The growth of cities, the industrialization of production and the growth of complex business forms and state bureaucracies gave rise to a new paradigm in the commercial accommodation industry. In other words, hotels were sites of modernization and modernity. According to scholars such as Robert Park and Louis Wirth, the rise of hotels as an institution epitomized the inevitable rise of the modern era (James, Sandoval-Strausz, Maudlin, *et. al.* 2017, pp.92-111).

In Cameroon, these facilities were placed under the Ministry of Tourism and Leisure and established in 1970 by former President Ahmadou

Ahidjo. Its main objective was to carefully encourage and structure the setup of commercial accommodation facilities in Cameroon. With such urgency to regulate commercial accommodation facilities, two texts were adopted. Decree N^o. 90/1467 of November 9 1990, set the conditions and procedures for its establishment and Decree N^o. 90/1468 of November 9, 1990, set the conditions and procedures for opening commercial accommodation facilities.

However, Law N^o. 98/006 of April 14 1998, relating to tourist activity, constituted the basic text of tourism law in Cameroon. Decree N^o 99/443 /PM of March 25, 1999, fixed the application methods of law N^o 98/006 of April 14, 1998. Concerning the regulation of tourist activities, decree N^o 99/112 of May 27, 1999, set up the organization and operational mechanism of the National Tourism Council. To further strengthen the sector, decree N^o. 2005/176 of May 27, 2005, amended and supplemented specific provisions of decree No. 99/112 of May 27, 1999, on the organization and operation of the National Tourism Council. Lastly, article 3 of the law of April 18, 2016, positioned commercial accommodation facilities as a veritable sector in the functioning of the tourism industry in Cameroon.

Findings: Commercial Accommodation Facilities in the Tubah Municipality

Based on the aforementioned laws, commercial accommodation facilities were established in the Tubah Municipality, particularly in the communities of Bambui and Bambili. *Some of these facilities could be traced to the creation of the Higher Teacher Training Collage Annex Bambili and Cameroon College of Arts Science and Technology Bambili (CCAST) Bambili* (Ngong Fabrice, Per. Comm. 2020). These facilities included; *Honey Garden Inn Bambui, Master Tonney, Johnmas Motel in Bambui, Havana Motel in Bambui, The Milky Way Hotel in Bambui, Elisam Hotel in Bambili, and Icham Hotel in Bambili* (Neba Julius, Per. Comm. 2020).

One of the first commercial accommodation facilities built in the Tubah municipality was Honey Garden Inn in Bambui. *The facility is located down quarter in Bambui, just one hundred meters from the University of Bamenda. It has five bedrooms and a small bar and has existed since 2000* (Abie Darky, Per. Comm. 2019). This facility provided valuable services to tourists, students and other visitors to the university community. *Though affected by the ongoing Anglophone crisis, it remains an essential commercial accommodation inn facility in the Municipality* (Angoh Smith, Per. Comm. 2020).

The second commercial accommodation facility in the Tubah municipality was the Milky Way Hotel in Bambui. According to Biaresi Celarine, the hotel was established in 2007 and is located some 100 meters from Bambui junction as one takes the stretch of road towards St. Thomas Aquinas Major Seminary in Bambui. Milky Way Hotel rendered accommodation, restaurant and bar services to clients. The accommodation department, for example, served people who came from far and near, especially potential students who came for admission into the University, visiting lecturers, young

seminarians and travellers on transit to the Nso and Kom communities, respectively. The hotel has eleven rooms and a conference hall that seats 100 to 150 people. The prices per room ranged from 5000frs to 20000frs depending on personal negotiations with the management. *The hotel operated a restaurant with local and international dishes, including fufu and eru, rice and stew, fried rice, pepper soup yams and chicken* (Bearisi Celarine, Per. Comm. 2020). *The prices of beer ranged from 1000frs to 2000frs while wine and whisky ranged from 3000frs to 50000frs* (Oyeneche Darcy, Per. Comm. 2021).

The third commercial accommodation facility in the Tubah Municipality was Johnmas Bambui. The inn is located on the Bambui-Belo highway, directly across from Saint Peter's Catholic Church in Bambui. *It began as an inn in 2008 and was converted to a motel in 2010. An eleven-person team manages the four departments of the facility. The departments included accommodation, a bar/restaurant, and a hall. The facility had thirteen modern rooms with free internet access, air conditioning, and a water system* (Angwabu Chilly, Per. Comm. 2020).

Moreover, Havana Motel was one class facility providing commercial accommodation facilities in the Tubah municipality located in Bambui, five hundred meters from the junction as one moves towards the Bambui-Bafut road. *The motel had existed since before the creation of the University of Bamenda in 2010 and provided services similar to that of a hotel, especially in the late 1990s and 2000s* (Angwabu Chilly, Per. Comm. 2020). *The motel had about ten rooms and the price range per room was between 5000frs to 15000frs. The motel also operates a bar with various drinks, wines, and whiskies* (Angwabu Chilly, Per. Comm. 2020).

Established in 2010 at Bambui in Tubah municipality, Master Tonney Inn was located directly opposite The Milky Way Hotel. *It was established as a direct response to the increased demands for commercial accommodation facilities following the establishment of the University of Bamenda in 2010. It has six bedrooms of medium standard, four workers and the management struggles to provide a 24-hour service program* (Angwabu Chilly, Per. Comm. 2020).

Elisam Hotel in Bambili (see plate 1) was one of the best commercial accommodation facilities in the Tubah municipality. It was established in 2015 as an annexe of Hotel Residence Elisam in Mboppe, Douala. The hotel had four departments: lodging/accommodation, supermarket, bar/restaurant and bakery. The lodging/accommodation facility of the hotel is classic, with over sixteen modern rooms; each room contains free Wi-Fi, a hot and cold-water system, air conditioning, and a constant water supply in the toilets. *The rooms ranged between 10000frs to 75000frs a night depending on the quality of the room and the number of days a customer was willing to lodge* (Nge Irene, Per. Comm. 2020). *The hotel ran a supermarket selling cakes, biscuits, yoghurt and bread. Depending on their schedules, customers can buy their needs or book services anytime* (Nge Irene, Per. Comm. 2020).



Plate 1: Elisam Hotel in Bambili. **Source:** Fieldwork (2021)

Lastly, Icham Hotel opened its doors to the public in 2016, first as a bar, then as a hotel on February 10, 2018. Tanjong Martine, the Lord Mayor of Tubah Municipality in Tubah Sub Division, owns the facility. The hotel is located in Bambili directly beside the Bambili Health Centre and opposite Elisam Hotel. According to Ngabsa Theodor, *this hotel was built to meet the dying needs of the community's rest houses. As a result, the establishment of this hotel benefited the community by beautifying the area and providing commercial accommodation services* (Bobga Prosper, Per. Comm. 2020). The Icham Hotel provided three significant services: lodging, a bar/restaurant, and a ceremonial hall. The hotel had 20 modern air-conditioned bedrooms, free Wi-Fi, a television, and a tight security system with security cameras. *The prices for the rooms ranged from 10,000 FRS to 75,000 FRS per night.* (Nge Irene, Per. Comm. 2020).

Discussion: Impacts of Commercial Accommodation Facilities on the Tubah Municipality

The presence of commercial accommodation facilities in the Tubah Municipality, particularly in the communities of Bambui and Bambili is enormous. In the first place, these commercial accommodation facilities have provided leisure avenues, especially for students and the indigenes of these communities. More often, leisure spots hosted by these commercial accommodation facilities were used by students and indigenes to organize their birthdays, end-of-year parties, and graduation celebrations. For example, the esplanade of the Icham Hotel in Bambili hosted these student-organized events. In the case of the Elisam Hotel, *veteran football clubs frequently met in the hall and bar section. A notable example was the Bambili Veteran Football Club (BAMVET), which held their weekly meetings on the esplanade of the Elisam Hotel and occasionally in the bar between 2017 and 2019* (Andangfung Kizito, Per. Comm. 2019). He further noted that:

“these facilities provided lodging for students while on internships and other research projects. For example, students from the Department of Tourism and Hospitality Management of the National Polytechnic University Institute, Bamenda, were

frequently welcomed to complete internships in some facilities. Conversely, despite the advantages these facilities provided to these Universities' interns, some complained about the poor organization and a lack of trained personnel to run the structures" (Eondeh Elvis, Per. Comm. 2020).

Also, these facilities promoted tourism in the communities of Bambui and Bambili in the Tubah municipality as tourists felt more comfortable visiting attraction sites since they were confident commercial accommodation facilities existed. For example, the various hotel facilities like the high-standard Elisam and Icham hotels attracted people from far and near who visited these localities. According to the management of Elisam Hotel, the facility hosted more than 100 tourists in 2019 and other government personalities. *The 2017 university games that the University of Bamenda hosted were also an evaluating mechanism to test the hospitality of these facilities* (Ozughen Kelvin, Per. Comm. 2021).

These brands of businesses also created direct and indirect employment for the youths in these communities. For example, *Icham Hotel prides itself on over 25 direct and indirect employments in the following categories; one manager, two bar attendance, two hall attendance, four cleaners, four receptionists, one security guard and contract workers who supplied the basic commodities used by this facility* (Ozughen Kelvin, Per. Comm. 2021). Though with many advantages, these facilities negatively impacted the communities. For example, *many indigenes of these communities complain of inconveniences from these facilities, especially noise pollution at night and congestion around the areas at ungodly hours* (Ebi Bismarck, Per. Comm. 2020).

These facilities equally gave recognition or prestige to the business class in Bambui and Bambili. They were owned by individuals or a group of persons who, despite the revenue or profit made from these businesses, equally gained prestige or public recognition from customers. Sometimes the traditional council or the government recognized them with awards, especially individuals who constructed structures that benefited the public. A typical example was the proprietor of Icham Hotel, who doubles as Lord Mayor of Tubah municipality, who became very popular when he constructed the hotel in 2016. People from all works of life trooped in and the proprietor was quickly identified as the owner of the hotel each time he walked around the municipality. *He was recognized in 2015 with a traditional title given to him by the Fon of Bambili for being an agent of the development of the community* (Tanjong Martin, Per. Comm. 2022). The positive impact created by these businesses could not go without some challenges these facilities face.

Challenges Faced by Commercial Accommodation Facilities in the Tubah Municipality

Several challenges were identified in these commercial accommodations, including insufficient funds for expansion, the escalation of the Anglophone crisis in 2016, and the ravaging effects of the corona virus,

which reduced the number of visitors trooping into these facilities. First and foremost, one of the major challenges raised by the management of these facilities during the interviews was a lack of adequate funding for efficient management and expansion. According to some key actors interviewed, the ravaging effects of the ongoing Anglophone conflict in the region have caused a drop in revenue and the government, as is customary, has not subsidized these businesses to keep them afloat in active business and competition. According to some key actors interviewed, the ravaging effects of the ongoing Anglophone conflict in the region have caused a drop in revenue, and the government, as is customary, has not subsidized these businesses to keep them afloat in active business and competition.

All the personnel involved in the hotel business in these two communities explained that despite all the hardship brought by the Anglophone crisis, the government had subsidized or supported these facilities to stay afloat in the current business climate. It has led to severe financial problems as the owners of these commercial accommodation facilities (hotels, motels and inns) could not expand their businesses or create new ones. The government needed to encourage these businesses by granting them subsidies and making laws that could encourage a business climate in the communities of Bambui and Bambili in the Tubah municipality; thus, this would result in economic growth and increased employment.

Secondly, these facilities' lack of swimming pools posed a severe problem for users, especially students. *Major hotels like Icham and Elisam could not boost these facilities* (Ekenyi Kennedy, Per. Comm. 2020). As a result of this, therefore, some students and customers who needed this particular service were bound to travel to the main city of Bamenda to enjoy their leisure time. The lack of these basic facilities made many people qualify them as 'large motels and inns'. Whatever the case, some of the proprietors of these facilities had promised to upgrade their facilities and to include swimming pools in the near future which will help to boost the rate of turnover in their business and make their hotel facilities competitive (Mbah Nelvis, Per. Comm. 2020).

Also, these institutions' inability to acquire modern information and communication technology hampered their growth and development. Soft technology is required in such brands of businesses in the global community today to advertise and sell the image of the industries. But in the case of commercial accommodation facilities in the Tubah municipality, they faced significant technological challenges because most do not have a website. In cases where they did, the sites were not updated with current information. Because most of these structures were only known locally, the lack of functional communication facilities made them less popular.

Equally, since the escalation of the Cameroon Anglophone crisis in 2016, commercial accommodation facilities in the Tubah municipality faced many problems. Due to the effects of the crisis, the majority of the facilities were on the verge of going out of business. At the time of this research, all of these facilities' owners, managers, and employees identified the crisis as the

primary challenge contributing to losing their large customer base before the escalation. Royal Dreams Resort Inn, for example, closed in 2018 due to the crisis, while The Milky Way Hotel was on the verge of collapse (Mbah Nelvis, Per. Comm. 2020).

Lastly, the outbreak of the corona virus pandemic that ravaged the global community also took a severe toll on the study localities of Bambui and Bambili. The corona virus was a global health pandemic in China in the latter half of 2019. It later spread to other world areas, killing thousands in countries like China, Italy, Brazil, France, Britain, the United States of America (USA), Cameroon and Bambui-Bambili communities. Due to the ravaging effect and increase in death caused by the virus, the government of Cameroon decided to put in some preventive measures that were in line with prescriptions from the World Health Organization to curb the spread of the virus. Some of these measures included; compulsory wearing of face masks, a social distance between persons of one meter, no social gathering of more than fifty persons and the constant washing of hands, especially after contact with humans or objects.

These measures greatly affected commercial accommodation facilities in the Tubah municipality, particularly in Bambui and Bambili communities. These measures restricted social gatherings and required the constant use of face masks and hand washing, making some users of these facilities uneasy for fear of contracting the corona virus. *Despite some of these measures being relaxed, the pandemic remained a major concern for users of these facilities and the expansion of such businesses in the Tubah municipality* (Egute Favour, Per. Comm. 2020).

Conclusion

Commercial accommodation facilities were a veritable source of leisure, employment and economic development to the Tubah municipality, especially in communities such as Bambui and Bambili after the creation of the University of Bamenda. According to findings, commercial accommodation facilities in the Tubah municipality were currently the most prominent and fastest-growing businesses in the communities of Bambui and Bambili in the Tubah municipality due to the presence of the University of Bamenda. They had expanded to the municipality, encouraging other leisure spots such as Live Score and Miyanui snack bars to come up. Findings also revealed that these facilities were established in response to the creation of certain institutions in these communities, such as St Thomas Aquinas Major Seminary (STAMS) Bambui, the Dominican Nuns, the Order of Capuchin Friars, the Sisters of Christ, Cameroon College of Arts Science and Technology (CCAST) Bambili and the University of Bamenda in Bambili.

As a result, the study concludes that establishing the University of Bamenda and commercial accommodation facilities within the study locality was a boom to the municipality and, particularly, the communities of Bambui and Bambili. It was because entertainment, employment and developmental projects and initiatives accompanied them. Though with an overwhelming

advantage, there were also accompanying challenges. The first challenge raised was the issue of insufficient finance to continue with expansions and innovations, the Cameroon Anglophone crisis escalation, and the corona virus pandemic outbreak. These challenges hamper these businesses and take a tremendous toll on the host communities.

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