Full Length Research Paper

Invigorating the Utilization of Information Resource Management in Academic Libraries to Strengthen Tourism Industry in Selected Ethiopian Higher Education Institutions

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Abstract
The aim of this study is to invigorate the utilization of tourism information resource management by academic libraries of Ethiopia. For the study exploratory descriptive research design was used. For sample selection purposive and quota sampling techniques are used. Questionnaire is the main data collection instrument but for additional information interview question was used to collect data from seven public Universities of Ethiopia. The findings of the study showed that academic libraries of Ethiopia have tourism information resource management, but didn't contribute their role for the development of tourism industry because they have the problem of skilled professionals on the area, lack of collaboration with stakeholders and lack of appropriate budget plan. Further, tourism information resources are acquired through gifts and donations to the academic libraries. The academic libraries are required in collaboration with tourism offices to contribute for its development.

Keywords: Tourism Industry, academic libraries, Culture and tourism, Information resources management

Introduction

Information professionals have defined information management (IM) as *"the application of management principles to the acquisition, organization, control, dissemination and use of information relevant to the effective operation of organizations of all kinds"* (Wilson 2003). For the tourism sector development academic libraries play crucial role in managing tourism information resources in the library for the patrons and tourists. All information necessary for tourist company's function should be stored in control of information centers for future and present usage, and the control center itself should be integrated into short-term and long-term planning and company's functioning and informational system of a tourist company set in this way in most cases is called central Informational system, which is based on integration and gathering all data in data base, as well as integration of communication process with the process of data base and process of making decisions (Rodic, Mitrovic & Mitrovic 2012).

Modern tourist business is constantly under the influence of different factors in the business environment. However, most of the activities in tourism enterprises can be significantly facilitated by information and communication technology. *"It is important that the management company designate adequate information technology and recognize its impact on the organization and structure of the company"* (Muhovic&Curcic2011).

Information resources availability, accessibility and use are important factors in knowledge acquisition, learning and research. Indeed, every academic library regardless of size is expected to have adequate information resources available for its community for reading, learning and research. The speed at which information output in any format is obtained. Therefore, good information resources should be received and retrieved to meet the desired need. University libraries support universities in discharging their responsibilities by acquiring all the relevant information resources necessary for sustaining the teaching, learning, research and the academic service functions of their universities (Aina2011).

Academic libraries foster information literacy and provide resources to students, researchers and staff. These Libraries provide numerous services to users, addressing their diverse needs, characteristics, and interest (Andaleeb2001). Ethiopia is one of the tourist sites in the world and the place to be visited, visitors and students of the higher institution have to have an access to tourism information resources from libraries and information centers where by tourist sites are nearly found. Ethiopian academic libraries didn't have contribution as much as they are expected for the development of the tourism industry because of lack of media publishing in order to produce local information resources, lack of information professions and the limited budget. Academic libraries of Ethiopia lack specific utilization of tourism information management rather they are acquiring traditional data resources like reports, records

and statistics which may be presented either in printed format or electronically. But in modern library e-resources, digital records and printed documents are available for the users. Those information resources in traditional or modern libraries need information resource management system for effective management of the resources. As in other economy activities, also in tourism, for a direct business activity certain resources are needed. Besides material, financial and human resources, informational resources are also necessary, or information, in accordance to which managers in tourist companies will make adequate and timely business decisions. In order to collect the necessary information for management and making decisions in every company, and also in a tourist company, it is essential to have a plan of collecting, processing and analyzing such information. Company's management should initiate influx of required and qualitative information, and for that it is necessary to have an adequate informational system, as well as professional personnel who will deal with selection and data processing and their presentation to responsible managers (Predrag2015).

Lack of practical relevance, of this information resource management, can be explained by their bias toward representing the economic interest of the sponsors and data collectors and by the universal requirements that the systems have to meet in the collection, storage and search of information from other industries. Thus all these points are recognized by this study as of the problems of the academic libraries of higher institution on the utilization of the information resource management in Ethiopia. The Koraes Library is an important part of the culture and education both of Chios Island and contemporary Greece. It includes priceless and rare book collections, prototype manuscripts, magazines, newspapers, paintings, coins, relics and maps, which gives it a significant added cultural and educational/scientific value. Visiting the Koraes Library can be motivated not only out of a purely scientific/educational interest, cultural interest, but also it can be placed among one of the broader reasons of taking a trip which is to learn and get to know the local culture of a region, or it can be as a part of a holiday trip (Eleni 2012).

The role the libraries of state tourism authorities seem to vary. In general these libraries have developed to serve the specific library needs of the tourism authority and have not been well funded or staffed. Their collections tend to reflect the particular needs of the parent organization as do their services and their services have not been marketed to the entrepreneurs of the tourism industry. Similarly, academic libraries have developed collections for limited users to support teaching and research associated with tourism. The conjunction between libraries and tourism destination aims to relinquish the unambiguous conception that existed for libraries which via advanced cultural services will upgrade the wider society, thus facilitating its changing demands and needs (Tosic and Lazarevic 2010).

Libraries can act as part of a development strategy of the tourist destinations, if there is coordinated planning and cooperation among the stakeholders' tourism. Undoubtedly, the exploitation of the dynamics of such a resource is a collective effort on the basis of a combined mainly promotion of the regions' tourist resources, which requires institutional and entrepreneurial initiatives, and development of a common consensus of all parties involved. The objective of the study is to invigorate tourism information resources management of academic libraries to strengthen tourism industry in selected Ethiopian higher education institutions. To achieve the objective the following research questions were sought.

1. *What are tourism information resources in the collections of academic libraries of Ethiopia?*
2. *How academic libraries are locally producing/ acquiring tourism information resources?*
3. *How academic libraries of Ethiopia organize tourism information resources?*

Materials and Methods
The research design used for this study was exploratory descriptive research by using mixed research method qualitative and quantitative. The quantitative method is mainly used for this study but the qualitative is used for triangulation purpose. Seven first generation Universities of Ethiopia namely Jimma, Addis Ababa, Bahirdar, Haromaya, Hawassa, Arbaminch and Gonder Universities were selected purposively. From this universities study subjects were all professional library workers, the library management and technical staffs. For the study 155 subjects were included from the seven universities to fill out the questionnaire and finally 148 questionnaires were valid to be analyzed. The library directors, coordinators of branch libraries, and section heads are considered for interview question purposively. To collect data researchers used different instruments for the integrity and triangulation of data. In this study questionnaire is the main data collection tool with interview question for triangulation purpose.

Method of Data Analysis
After all the quantitative data had been collected through questionnaire, each questionnaire is coded with numbers and then the responses of each respondent were encoded into statistical software called Statistical Package for the Social Sciences (SPSS version 20) for analysis. The analysis techniques used a descriptive statistics. The results were presented through counts, tables, graphs, frequencies and percentages as appropriate for ease of understanding and interpretation.

Result and Discussion
The questionnaire is distributed to 155 respondents in the selected academic libraries in Ethiopia. Out of the total questionnaires distributed 148 respondents filled and returned the questionnaire, which is 95% percent of the subjects. Therefore, the collected data is enough and satisfactory to proceed the research analysis and interpretation. The core of this research is to investigate the collection of tourism information resources and its utilization in academic libraries. In management of the tourism information resources what kind

of information resource management is one of the questions forwarded the library professionals and technical library staffs. The following table 1 shows the utilization of tourism information resource management.

Table 1: Utilization of tourism information resource management

Do you use tourism information resources management?		Frequency	Percent
Valid	Yes	115	77.7
	No	33	22.3
	Total	148	100.0

As table 1 indicates most library workers are answered they use tourism information resource management which accounts 77.7% and 22.3 % responded they do not use tourism information resource management. Because there are different collections of tourism information materials in the holdings like books, graphic materials, magazines, newspaper, brochures, pamphlets, banners, audio visual records, manuals, pictures and gazetteers. Based on the response the academic libraries in Ethiopian higher learning are using tourism information resources management and provide tourism information service for the students, university, communities and patrons coming to the universities for visiting or other activities in the universities. The other point stressed by the study is on how the academic libraries are collecting or acquiring tourism information resources to the library collection. The following figure 1 shows the mechanisms used by academic libraries to acquire tourism information resources.
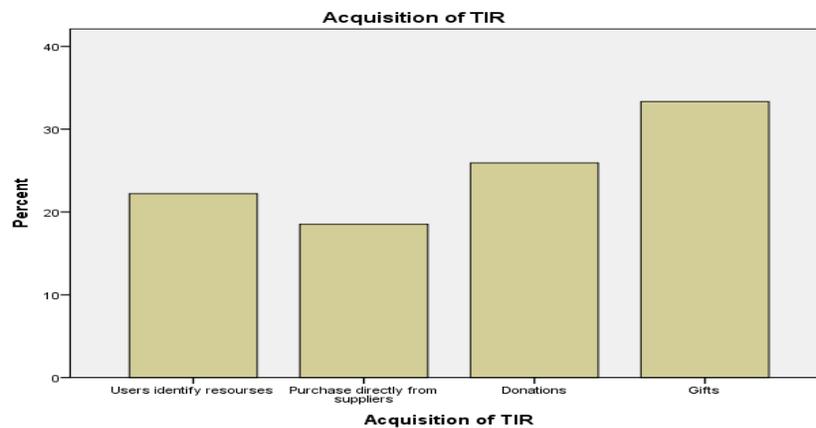

Fig 1. Acquisition of Tourism information resources

As figure 1 shows tourism information resources are acquired by the libraries mostly by gifts which are 33.3 % and donations 25.9%, users identified resources 22.2% and direct purchase is 18.5%. Conversely, Addis Ababa University library is the only institution that let the user to identify tourism information resources to be acquired in the collections. From the figures indicated in the bar chart the academic libraries are not collaboratively working with tourism and culture offices or tourism centers in Ethiopia to acquire tourism information resources for their students, university community and expatriate staffs. This requires the tourism sector and higher learning institutions to work in collaboration to solve the problems in acquiring tourism information resources. Tourism information resources are acquired to the academic libraries in different methods like in-house production of tourism information resources. The following table 2 indicates the production of tourism information resources in academic libraries of Ethiopia.

Table 2. In-house production of tourism information resource

Is your library produce tourism information resources?		Frequency	Percent
Valid	Yes	53	35.8
	No	95	64.2
	Total	148	100.0

Table 2 indicates that most academic libraries of Ethiopia did not produce tourism information resources in hose that is 64.2% and some do in-house production that is 35.8%. This is happened because there is no media publishing in libraries, no enough budget and lack of skilled professionals. So, the academic libraries are required to have publishing mechanism to handle tourism information resources in house because the students, university faculties and the tourists or other expatriates need tourism information resources to visit tourism sites and resources existing there. Knowing the type of tourism information resources in the academic libraries of Ethiopia is one of the focuses in this study to indicate and tell the intended bodies which tourism information resource types are mostly used and for what purpose. The following figure 2 indicates the type of tourism information resources existing in the academic libraries of Ethiopian higher learning institutions in support of tourism information resources management.
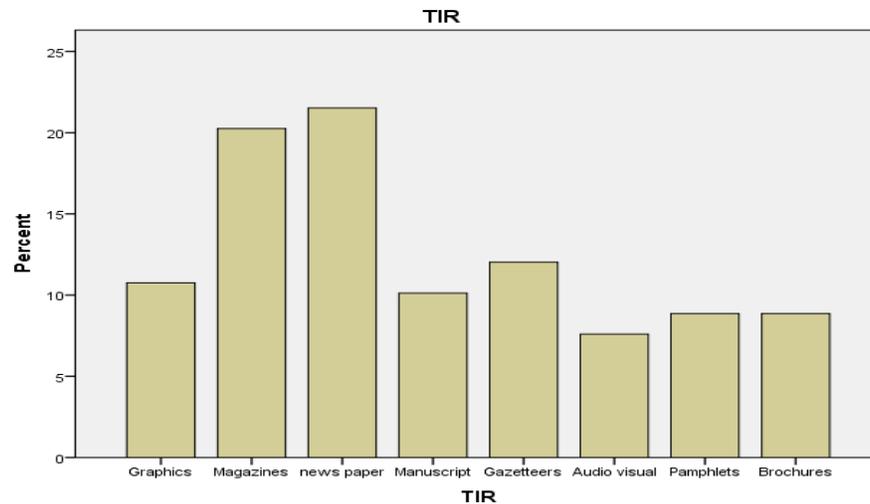
Fig 2. Types of tourism information

The above Figure 2 presents that collections of tourism information resources are mostly serials like newspapers 21.5%, magazines 20.3%, gazetteers 12%, manuscripts 10.1% and graphics 10.8%. Pamphlet and brochures accounts 8.9 %, and 7.6% audio visuals. These tourism information resources are donations, gifts and direct purchases of libraries. This indicates that tourism information resources are primary information resources in kind and not appropriate if one needs to conduct research on the area. This shows that there is lack of tourism information resources in type and kind to provide the required library services for the intended bodies in the academic libraries. Like any other information resources in academic libraries of Ethiopian higher learning institutions tourism information resources need management for suitable accessibility and usage. The following figure 3 shows the management methods used by academic libraries to manage tourism information resources for effective service provision.
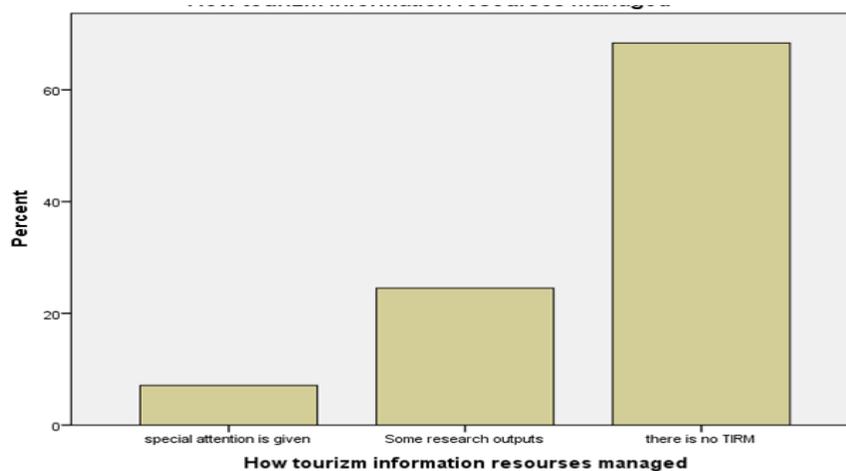

Fig 3. Management of tourism information resources

As the in the figure 3no separate tourism information resources management is accounting 67.4%, some research outputs of tourism information resources done by students which are 24.5 % and 7.1% special attention is given for the tourism information resources. From the academic libraries included in the study Addis Ababa university library is the only institution that is working on tourism information resources management by giving full and special attention. The university has its own newspaper publication and provide special topic for introducing the tourist sites and centers of Addis Ababa. This investigation shows that the libraries do not provide and manage tourism information in suitable way for effective and efficient service provision except Addis Ababa University library. Therefore, there is no special attention given for the management of tourism information resources but some collections are within the libraries resource management.

Discussion
An Ethiopian higher institution academic library has different collections of tourism information resources and those are serials in nature (magazines, newspapers, manuscripts, audiovisuals, graphics and brochures). They are acquiring collection based on the interests of the stakeholders by gift, donation and users interest as indicated in figure 1. This indicates that there is lack collaboration between the tourism industries and academic libraries in acquiring tourism information resources management and usage. On the other

hand, users need assessment is not considered when they collect tourism information resources.

Most academic libraries do not have in-house production of tourism information resources due to lack of Media publishing, skilled professionals and shortage of budget. As indicated in figure 2 the libraries are expected to have different types of tourism information resources but the result shows that there is lack of tourism information resources in type and kind to provide the required library services for the intended bodies in the academic libraries. Academic libraries of Ethiopia use tourism information resources management because there are collections of tourism information resources (they acquire, organize and make collections available to be used) but there is no special attention given as they use information resources management. Thus academic libraries of Ethiopia intended to give a special attention to effectively utilize tourism information resources management.

The major problem of Ethiopian academic libraries on tourism information resource management is:

The libraries did not give special attention for tourism information resources management
Tourism information resource management requires much investment but not invested as required
The library doesn't have any collaboration with stakeholders in tourism industry
Lack of tourism information resources in the market

Conclusion

Tourism information is important for the tourists to get the required information and this need the involvement of academic libraries of higher learning institutions of Ethiopia to manage and utilize it effectively. The indicated that there is tourism information resources management in the academic libraries of Ethiopia to manage the collections of tourism industries information resources. In collecting the tourism information resources there is gap in collaboration between the universities library and the tourism sectors because most of the library collections are through donation 25.9%, gift 33.3% or by users' interest. The tourism information resources are not collected in books or journal articles in type and kind for the users of the library. Management of tourism information resources need special attention from the libraries like other information resources in the library but the attention was not given.

Therefore, the researchers recommend the tourism sector and academic libraries of higher learning institutions-Ethiopia to collaborate on managing tourism information resources like other library collections and special attention should be paid in publishing, collecting and providing effective and efficient service of tourism information resources for the students, university staffs as well as for visitors of universities.

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