

**PERCEPTION OF HOTEL GUESTS ON ACCEPTABILITY OF
INDIGENOUS MATS, STRING BEADED- STRAWS AND DYED-
RESIST TEXTILES AS CURTAINS**

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ABSTRACT

The hotel business is a unique establishment that includes all tourism entities that provide accommodations and foods for guests and other services to meet the needs and wishes of the customers. The environments have to be pleasing to enhance customers' patronage. Unique features ginger customers also and it is on this that the paper is based. Four research questions were raised and two hypotheses were tested at 0.05 level of significance. Random sampling technique was used to select four hotels and eighty respondents. Structured questionnaire and scorecard were used to solicit information from the respondents on displayed of three coded samples produced. Frequency, percentage, means, standard deviation were used to analyze research questions using a rating scale of 1-5. Pearson Product Moment Correlation Coefficient was used to analyze the hypotheses. The findings revealed that beads, used straws, empty pen cases, and mats can be used for curtains with a mean score (\bar{x}) of 4.04. The respondents also agreed that the principles of designs should be applied during curtain production ($\bar{x} = 3.58$). Also, the respondents agreed that curtains are important in the hotel ($\bar{x} = 4.33$). The three samples are accepted. Significantly there is no relationship between materials used for curtain production and principles of design. Furthermore, there is a significant relationship between the production and perception of the respondents on exhibited products. It can be concluded that hotel guests are aware of some indigenous materials for curtain production. Among recommendations stated are: utilization of these materials bring creativity, promotes culture and beautification. The producers should adopt new technology for production.

KEYWORDS: Hospitality, Guests, Curtains, Creativity & Aesthetic.

INTRODUCTION

The hotel business is a unique establishment that plays fundamental roles in the social and economic lives of travellers, tourists and host community where it is located (Adebisi, Oduneye and Adediran 2015). Safety and decent environment are very important to hotel guests. Those that require hotel services will be eager to pay for the services and facilities provided Ibojo (2015). According to Brew, Anah, Amu, and Amissah, (2013), and Bhonsle and Kondo (2010), the hotel is not simply a premise with rooms, food and beverage services only, but a business-oriented towards a constantly changing clientele.

According to Okhiria and Karim (2005) & Branson and Lennox (2005) hospitality industry is becoming more dynamic and that becomes more imperative with the pressing needs to constantly improve the services rendered to existing customers as a means of breaking the monotony and to attract new clients for sales improvement and profit maximization. Hotel guests satisfaction becomes the most important part in the business field because when the guests are satisfied, the Hotel establishment will maximize profit (Raja, Osama, Igra, Naeem and Asad, (2014) and Kotler (2012) asserted that guest satisfaction becomes the vital part in the business field because when the customer is satisfied, it will provide profitable business to the industry. According to Gandolfo (2010), hotel guest satisfaction is the starting point to build guest loyalty and long term relationship through repeated patronage. Therefore, principles of arts and designs should be applied carefully and in a manner that would be pleasing to an individual, group and the society at large.

Nigeria is a country with different ethnic groups. These people have different ways of using available materials to improve the aesthetic values of their environment. In the Northern part of Nigeria, where the Hausas and Fulanis live, grasses and mats are used to beautify their roofs, walls and ceilings. Animal skins (Hides) from animals are used to beautify walls, dresses and accessories. The Yorubas in Western Nigeria, use colourful pebbles, bamboo sticks, carved calabashes and animal skin also. In Eastern Nigeria, where the Igbos live, they use cherry seeds, Cowries and other ornaments, on their walls, Wrought iron gates are used for decoration and equally to show wealth. This is usually done on the main doors and gates leading to their compounds. Okeke (2015) opines human values matter the most in making the environment beautiful and attractive at the same time, it plays unique roles when the principles of design: Emphasis, Rhythm, Unity, Proportion and Balance are utilized when producing or arranging the articles to furnish an apartment.

Creativity is involved in the utilization of the principles of design. Crafts can be products of creativity. Gray and Brunette (2009) see craft as a

dynamic process of learning and understanding through material experiments. Johnson and Wilson (2005) asserted that making crafts denotes self-expression and also promotes meaningful life activities that can contribute to a wealthy lifestyle. Also, Tubbs and Drake (2007) see crafts as a therapeutic activity in which it enhances personal strengths and functioning through sensory, psychological and social significances.

The materials that can be used for the production of curtains may be new or by-products of household or industry. Waste to one may be recycled for another article for any person. Jennifer and James (2010) and Tobias, Ndubuisi, Uchechi and Chica (2014) hoping that waste could be by-products of Households, Industrial, Municipal Agricultural, Mining, Commercial and Sundry, other Ventures activities or sources. Also, it means when something is unwanted and no longer serves a purpose is generally thought of as waste and discarded. New and waste materials can be used to produce any crafts and home furnishings.

Curtains in the Hospitality industry is very important because they form an integral part of wall decorations. Curtains are used to cover windows and doors for privacy, to shade rooms from the sun and wind and for aesthetic reasons. In choosing a curtain, the type of material, the cost, the patterns and colours should be put into consideration. According to Obeta (2017) and Anyakoha (2015) Raffia, Jute sacks, Straws, Beads, Empty cases of pens, Bamboo and Fabric can be used for curtains. According to Kusum and Surrender (2017), the use of curtains in any apartment fulfils various purposes such as a.) Provides privacy b.) Controls entry of light and heat c.) Absorbs noise depending on the thickness of material and depth of folds d.) Covers bareness of window, e.) Changes apparent size, shape and character and f.) Conceals architectural awkwardness. Also, Anyakoha (2015), identifies the importance of curtains as a.) They shade the apartment from excessive light or glare and wind b.) Privacies c.) Aesthetic value.

The problem is that some guests throw cans of drinks with their straws on the tables they sited, some dropped them on the floor beside them while some dropped them where their cars are parked. Majority of household wastes are discarded arbitrarily. The habit of dumping or burning should be reduced, if by-products of these materials can be effectively managed, these wastes can turn to wealth and this should be encouraged in the community. Through creativity, beautiful enamels, accessories and household decorations can be produced. Idleness and lack of wants will be reduced also.

The following five research questions sought answers to the study. i.) What is the demographic information of hotel guests in the study area? ii.) What were the indigenous materials that can be used for curtains in hotels?

iii.) What were the principles of designs that can be used for the production of indigenous curtains? iv.) What were the perceptions of guests on exhibited indigenous products as curtains? v.) What were the levels of acceptability of hotel guests on string beaded-straw, twisted mat and dyed resist textile as curtains?

Two null research hypotheses were formulated and tested. These were: i) HO1: There is no significant relationship between the materials used for production and principles of designs on indigenous produced curtains hotel. ii.) HO2: There is no significant relationship between the production of indigenous produced curtains and perception of hotel guests on the exhibited samples

METHODOLOGY

The study adopted an experimental survey research design. The materials used are:

Indigenous mats, curtain rails, stoppers, beads, fishing rope and resist-dyed textile are gotten from Oja-Oba market, Ilorin, Nigeria while used soft drinks straws and pen cases were gotten from female school hostel, University of Ilorin, Nigeria and two hotels during the pilot survey. The tools used for the production of the indigenous curtains include: scissors, thread, burner, blade, drilling tool, beading needle and metal hook are gotten from the Department of Home Economics and Food Science, University of Ilorin, Nigeria.

There are 16 hotels readily available with 320 guests daily in the study area. 25% of the total population were used for the sample size. Random sampling technique was used to select 4 hotels and 80 respondents. The 4 sampled hotels are 3-stars based on the features present. Structured questionnaire and scorecard were used to sought for information. 20 guests were used for the pilot study who were not part of the sample size used. A Cronbach's Alpha analysis was used to determine the reliability of the instrument. The research instrument as administered randomly to twenty selected guests in two hotels that are not included in the field survey. Scores were assigned to their responses. The total scores for these periods were computed with SPSS 25 and Cronbach's Alpha value obtained was 0.785 indicating a high level of consistency in reliability. The descriptive statistics such as frequency, percentage, mean, standard deviation were used to analyze research questions. Questionnaire scores were rated on 5-1 of 5: Strongly Agree (SA), 4: Agree (A), 3: Undecided (UD), 2: Strongly Disagree (SD) and 1: Disagree (D) while the scorecard was rated on 5-1 of 5: Very Highly Accepted (VHA), 4: Highly Accepted (HA), 3: Averagely Accepted (AA), 2: Unaccepted (U) and 1: Highly Unaccepted (HU). The

Pearson Product Moment Correlation Coefficient (PPMC) was used to analyze the two hypotheses and were tested at 0.05 level of significance.

Production of indigenous curtains using straw and beads: 1) Cutting of straws and fish ropes into required sizes. 2) Tying the pieces of fish ropes to the rod firmly. 3) Pass the fish ropes through the holes of the beads and straws. 4) Use stoppers to tie the ends firmly and hang in the desired area

Production of indigenous curtains using traditional mats: 1.) Straighten and clean the traditional mats. 2.) Cut the mats vertically downwards. 3.) Drill holes in the rails for attachment of the mats. 4.) Cut strings or fish ropes and use them to tie the mat through the holes of the rails firmly. 5.) Raise the pole, the mat will twist. 6.) Trim the rough edges for perfect finishing and hang in the desired place.

Preparation of curtain using dyed resist textile: 1.) Prepare dye for the production of tie and dye textile. 2.) Cut the dyed textile to the required sizes to correspond with the sizes of the windows and doors desired. 3.) Sew the edges of where the pole will pass through the dyed textile and hang.

RESULTS

ANALYSIS OF RESEARCH QUESTIONS

Table 1: Distribution of respondents according to their demographic information.

N=80

S/N	Variable	Respondent	Frequency (f)	Percentage (%)
1	Gender	Male	36	45.0
		Female	44	55.0
2	Age	20-30 years	55	68.8
		31-40 years	21	26.3
		41-50 years	4	5.0
3	Marital Status	Married	27	33.7
		Single	52	65.0
		Divorced	1	1.3
4	Level of Education	Formal Education	68	85.0
		Informal Education	9	11.3
		Apprenticeship	3	3.8
5	Monthly	Below ₦30,000	24	30.0

	Income	(\$76.92)		
		₦30,000 –	21	26.3
		₦50,000 (\$76.92		
		- \$128.21)	35	43.8
		Above ₦50,000		
		(\$128.21)		

Source: Field Survey (2019)

Table 1 presents the distribution of the respondents by gender, age (in years), marital status, level of education and income. The data shows the gender of respondents, 36 (45.0%) were male, while 44 (55.0%) were female. This implied that the majority of respondents were female. The data also revealed that majorities: 55(68.80%) of the respondents were between 20-30years, single: 52(65%), 68(85%) of them had formal education and 35(43.8%) respondents earned above ₦50,000 (\$128.21) monthly income.

Table 2: Mean Rating and Standard Deviation of Respondents on the indigenous materials that can be used for Curtains in Hotel

S/N	Statements	Mean \bar{X}	Standard Deviation	Remark
1.	Raffia can be used in making indigenous curtains.	4.78	0.53	Agreed
2.	Fishing ropes are used in tying two or more materials together during production.	4.44	0.91	Agreed
3.	The resist-dyed textile can also be used.	4.25	0.86	Agreed
4.	Jute sacks can be used in making indigenous curtains.	4.21	0.972	Agreed
5.	Straws can also be used.		1.207	Agreed
6.	Beads tied neatly together can be used also.	4.01	0.97	Agreed
7.	The indigenous mat may be used.	3.89	0.91	Agreed
8.	Empty pen cases can be used when combining materials for curtain production.	2.70	1.22	Disagreed
	Grand Mean	4.04		

Source: Field Survey, 2019

key: Strongly Agree = SA/5, Agree = A/4, Undecided = U/3, Strongly Disagree= SA/2, Disagree = D/1.

Table 2 presents the mean score, standard deviation and remarks on the materials used for curtains production. From the data, out of 8 items, only 7 items were agreed by the respondents on indigenous materials that can be used as a curtain. This implied that the mean scores obtained are more than 3.00 of the decision rule which means agreeing with the statements. Since 7 out of the 8 items were agreed by the respondents, and also the grand mean score of 4.04 obtained is greater than 3.00, thus, it implies that all the respondents agreed on the indigenous materials used for producing curtains for a hotel.

Table 3: Mean Rating and Standard Deviation of Respondents on the Principles of Designs that can be used for the Production of Curtains?

Item No	Statements	Mean	Standard Deviation	Remark
1.	Emphasis i.e. weight of the samples	4.65	0.73	Agreed
2.	Rhythm i.e. the pattern and repetition	4.40	0.82	Agreed
3.	Unity	3.49	0.97	Agreed
4.	Proportion i.e. equality	2.91	1.05	Disagreed
5.	Balance i.e. harmony	2.44	1.07	Disagreed
	Grand Mean	3.58		

Source: Field Survey, 2019

Table 3 presents data on the principles of design that can be used for the production of curtains. From the table, out of 5 items, only 3 items were agreed, this is because they have mean scores that are above 3.00. 2 items disagreed; this is because they have mean scores that are below 3.00. Since 3 out of 5 items were agreed on and also the grand mean score of 3.58 was also higher than the decision rule, this implied that all the respondents agreed on the principles of design that can be used for the production of curtains

Table 4: Mean Rating and Standard Deviation of Respondents on the importance of curtains.

Item S/N	Statements	Mean $\bar{\chi}$	Standard Deviation	Remark
1.	Curtains give the guests a good impression of the establishment.	4.64	0.66	Agreed

2.	They influence the price of service.	4.61	0.67	Agreed
3.	They make the establishment beautiful and attractive	4.41	0.61	Agreed
4.	They control the entry of light and heat.	4.36	0.92	Agreed
5.	They beautify the interior of the establishment.	4.31	0.74	Agreed
6.	They provide privacy.	4.26	0.85	Agreed
7.	They attract more guests to the establishment.	4.17	0.93	Agreed
8.	They make a room look smaller.	3.94	1.00	Agreed
9.	They make the room feel relaxing with pleasant feelings	3.51	0.86	Agreed
10.	They lighten up the establishment.	3.10	0.98	Agreed
	Grand Total	4.33		

Source: Field Survey, 2019

Table 4 presents the mean score, standard deviation and remarks on the perception of consumers on exhibited indigenous curtains. From the table, all the items on what are the perception of consumers on exhibited indigenous curtains were all agreed; this is because they have a mean score that is above the mid-mean score of 3.00. This implies that all respondents agreed on consumer perception of exhibited indigenous curtains that can be used in a hotel.

Table 5.1: Level of acceptability of the respondents on string bead-straws, twisted mat and dyed-resist textile curtains for the hotel.

Items	String Beaded-straw		twisted Mat		Dyed-resist textile	
	F	%	F	%	F	%
Very Highly Accepted	17	21.25	25	31.25	32	40.00
Highly Accepted	50	62.50	20	25.00	37	46.00
Averagely Accepted	10	12.50	19	23.75	9	11.25
Unaccepted	1	1.30	15	18.75	1	1.25

Highly Unaccepted	2	2.50	1	1.25	1	1.25
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Source: Fieldwork (2019)

key: HU = Unaccepted (1) U, Highly Unaccepted (2), AA= Averagely Accepted (3), HA= Highly Accepted (4), VHA= Very Highly Accepted (5) Table 4 shows the level of acceptance of respondents using the string beaded-straws, twisted mat and dyed-resist textile for the curtain. For string beaded-straws as curtains, the data revealed that 17(21.25%) respondents accepted: very highly: 50 (62.50%), accepted highly: 10 (12.50%) respondents, accepted averagely: 1 (1.30%) respondents and 2 (2.50%) respondents did not accept the products for curtains. For the twisted mat, 25 (31.25%) respondents accepted very highly, 20 (25.00%) accepted highly, 19 (23.75%) respondents accepted averagely, 15 (18.75%) respondents and 1 (1.25%) respondents did not accept the products as curtains. For the dyed resist textile as curtains, 32(40.00%) respondents accepted very highly, 37 (46.25%) respondents accepted highly, 9(11.25%) respondents accepted averagely, 1 (1.25%) respondents and 1(1.25%) respondent did not accept the product as curtains.

Table 5.2: Mean and Standard Deviation of the Acceptability Level of the Samples by the Respondents.

Samples	Finishing	Appearance	Texture	Colour	Durability	Overall Acceptability
BSC 3	4.03±0.68	4.01±0.74	3.94±0.68	4.06±0.68	3.63±0.83	4.00±0.75
TMC 5	4.15±0.81	4.03±0.91	3.80±0.86	4.01±0.85	3.80±0.80	4.16±0.79
TDC 1	4.32±0.59	4.00±0.80	3.94±0.72	3.88±0.83	4.09±0.80	4.34±0.64

Source: Field Survey, 2019

key: Twisted Indigenous mat =BSC 3; String Beaded Straws = TDC1; Dyed Resist Textile =TMC 5.

Table 5.2 showed the respondent’s level of acceptability of designed curtains in a hotel based on principles of designs in Ilorin South Local Government Area, Nigeria. The data revealed that the respondents accepted the three (3) samples (BSC 3, TMC 5 and TDC 1). The means of BSC 3 were 4.03, 4.01, 3.94, 4.06, and 3.63 while the overall acceptability was 4.00. The mean of respondents that accepted TMC 5 were 4.15, 4.03, 3.80, 4.01, and 3.80 while the overall acceptability was 4.16 while TDC 1 was 4.32, 4.00, 3.94, 3.88, and 4.09 and the overall was 4.34. This implied that all respondents accepted the three (3) samples (BSC 3, TMC 5 and TDC 1). The three mean scores are more than 3.00 decision rule. The general most acceptable among the three samples is TDC 1 that had a mean score of 4.34 while TBC 3: \bar{x} =4.00 and TML5: \bar{x} =4.16.

HYPOTHESES TESTING

Table 6: Correlation Result on the Materials Used for the Production of Curtains on Principles of Design for Hotel

Status	N	\bar{x}	SD	Df	Cal. r-value	Crit. r-value	Remark
Materials Used	80	32.29	3.705				
				78	0.013	0.217	Not Significant
Principles of Design	80	43.33	3.841				

Source: Field Survey (2019)

KEY: N= Number, \bar{x} =Mean, SD =Standard Deviation, Df =Degree of Freedom, Cal.,r-value = Calculated r-value, Crit.r-value = Critical r-value. Table 6 shows the correlation result on the materials used for the production of curtains on principles of designs. The correlation calculated r-value was 0.013; critical r-value was 0.217; the degree of freedom was 78 at 0.05 level of significance. The decision rule is to accept the null hypothesis when the calculated r-value is less than the critical r-value. The null hypothesis was accepted since the calculated r-value 0.013 is less than the critical r-value 0.217. This indicates that there is no significant relationship between the materials used for production on principles of design for curtains in the hotel.

Table 7: Correlation Result on Production of curtains and Perception of hotel guests on exhibited Curtains in hotels

Status	N	\bar{x}	SD	Df	Cal. r-value	Crit. r-value	Remark
Production	80	43.33	3.841				
				78	0.673*	0.217	significant
Perception of Consumers	80	41.29	3.461				

*Significant at $P < 0.05$

Source: Field Survey (2019)

Table 7 shows the correlation result on the production and perception of consumers on exhibited curtains for the hotel. The correlation calculated r-value was 0.673; the critical r-value was 0.217; the degree of freedom: 78 at 0.05 level of significance. The decision rule is to reject the null hypothesis when the calculated r-value is greater than the critical r-value.

The null hypothesis was rejected since the calculated r-value 0.673 is greater than the critical r-value 0.217. This implies that there is a significant relationship between production and perception of hotel guests on the exhibited product as curtains.

DISCUSSION OF FINDINGS

Hotel soft furnishing design creates the first impression on anybody who walks through the hotel's doors. The interior decoration must be created to be lovely, attractive and beautiful to make guests have experience pleasant and comfortable to repeat patronage. Grimley and love (2007) asserted that creating a unique interior design with a combination of elements and principles of design create a wonderful impression to the hotel area. This makes it more pleasing, habitable and psychologically satisfying.

Okeke (2015) asserted that human values make the environment beautiful and attractive when certain materials are used to suit the overall mood. These materials are useful especially in public spaces such as hotels in other to help foster a comfortable environment. Curtains are necessary for both private and public places such as hotels. Certain materials need to be added together to produce curtain, Obeta (2017) and Anyakoha (2015) highlighted some materials such as jute sack, raphia, empty case of a pen, a bamboo stick can be combined to form curtains that will serve its purposes effectively. Findings from this study revealed that string beaded straw was more accepted than twisted mats and dyed-resistant fabric for use as curtains especially in the hotels considered during this study. This correlates the study of Tobias (2014) also opines that waste products can also be combined appropriately to produce curtains. There was a positive correlation between curtains produced and the perception of guests at the hotel. This alludes the study of Okeke (2015) who encouraged making the environment beautiful and attractive. Kusum and Surrender (2017) also opined that the utilization of curtains in a certain hotel is vital because of the unique role they play. This is reflective of the statements in Table 4 where the importance of curtains in hotels were accessed. This study showed that curtains in hotels help to the perception of guest on hotels. Creativity is involved in designing these sampled curtains. The appearance of these curtains can motivate guests for hotel patronage. This is in line with Johnson and Wilson (2005) that making craft is self-expression that can promote meaningful life activities which can contribute to wealthy lifestyles.

CONCLUSION

It can be concluded that guests are aware of the use of certain materials for curtains production. Also, stakeholders are ready to accept and utilize these

materials for the production of curtain that can be used in the hotel. How the interior of the establishment is designed is a significant factor in making interior more aesthetic, inviting, and relaxing with pleasant feelings. Effects of curtains are numerous and vital. From the findings, it shows that the curtain makes the environment more beautiful and attractive, control the entry of light and heat. Curtain also provide privacy.

RECOMMENDATIONS

Hotel guests should be more conscious of the utilization of indigenous materials for the production of the curtain. This brings creativity and it promotes culture. Waste products can also be used to create wealth if utilized well.

Producers of indigenous decorative materials should update and adopt new technologies for their products for more patronage as a source of revenue generation.

LIMITATION OF THE STUDY

The investigation was carried out in one town among one the states in Nigeria. Only four selected hotels were used due to the unwilling behaviour of some hotel managing directors to accept the administration of copies of the questionnaire for their guests.

FURTHER RESEARCH

1. Time and cost implications of curtains should be investigated in Ilorin, Nigeria.
2. Factors to consider when planning curtain production in Ilorin, Nigeria.

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Materials used for the production of curtains



Indigenous Mat



Resist dyed fabric



Beads



Pieces of cut-out straws



Fishing rope, scissors, cutter and stopper

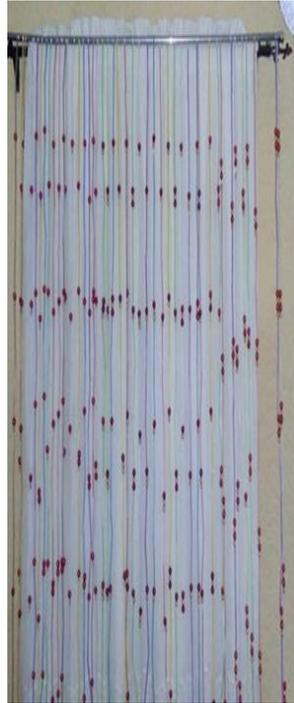


Beads

Finished Products of the Raw Materials Used for Production of Curtains



**Twisted Indigenous mat
(BSC 3)**



**String Beaded Straws
(TDC1)**



**Dyed Resist Textile
(TMC 5)**