

Full Length Research Paper

Managing tourism for socio-economic development in Nigerian Local Government: A case study of Idanre Local Government

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This study examined the management of tourism in socio-economic development in Nigerian local government using Idanre local government as a case study. Simple random sampling technique was used to select 120 staffs of Idanre Local Government. In all a total of one hundred and twenty respondents constitute the population. This research revealed that there is a significant relationship between tourism and socio-economic development ($\chi^2 = 80.471$, $N= 120$, $p < 0.05$); there is significant relationship between the level of revenue derived from tourism and socio-economic development ($\chi^2 = 105.882$, $N= 120$, $p < 0.05$); there is significant relationship between the level of socio-economic development and funds allocated to tourism ($\chi^2 = 168.000$, $N= 120$, $p < 0.05$). This study concludes that tourism is an agent of socio-economic development. It further suggests that tourism sector should be strengthening through public-private-partnership (PPP) in order to attract visitors to Nigeria.

Key words: Tourism, socio-economic development, local government, Idanre.

INTRODUCTION

Tourism is a rapidly growing phenomenon and has become one of the largest industries in the world. The impact of tourism varies extremely. On one hand, it plays an important and certainly positive role in the socio-economic and political development in destination countries by, for instance, offering new employment opportunities. Also, in certain instances, it may contribute to a broader cultural and understanding by creating awareness, respecting the diversity of cultures and ways of life. On the other hand, it is a tool to create jobs (Idanre Ecotourism Masterplan). Tourism has been a major driver of socio-economic development in Western society; it is an alternative strategy for sustainability and diversification of economy for important policy of a good government. There are many western nations such as U.S.A, United Kingdom, Canada that have utilized the benefit of tourism to sustain their economy. However, over the years,

tourism sector has been experiencing disdain in Nigeria. The Nigeria economy solely relies on crude oil with total neglect of other sectors such as tourism and agriculture which are the mainstay of a good economy. Over-concentration on oil sector has a great implication for the survival of Nigerian economy. The nonchalant attitude of government towards the development of the tourism sector has been major challenge facing the sector in Nigeria.

Mass tourism in and from industrialized countries is a product of the late 1960s and early 1970s. Since then a number of interrelated developments in the world economy, such as overall economic growth and various other socio-economic changes, government policies, technological revolution, changes in production processes and new management practices have converted part of the industry from mass tourism to so-called "new tourism".

The latter connotes the idea of responsible, green, soft, alternative and sustainable tourism, and basically refers to the diversification of the tourism industry and its development in targeted, niche markets. Competition in the new tourism is increasingly based on diversification, market segmentation and diagonal integration (BGL Research and Intelligence). In recent times, tourism is one of the largest industries that has contributed to the socio-economic growth of many countries especially countries where tourism is the mainstay of her economy, World Tourism Organization (WTO, 1998; cited in Eja et al., 2012). Despite the fact that that industry is a vehicle for promoting cultural exchange that enhances international understanding and goodwill among the diverse peoples of the world, it is also a catalyst for enhancing many country destination employment opportunities, foreign exchange and infrastructural facilities (ESCAP, 2002; cited in Eja et al., 2012).

The development of tourism as a critical sector of the economy has gradually assumed a centre stage in the economic agenda of most nations of the world. In the past few decades, international attention on tourism as a critical sector of the economy has greatly increased. This is in view of its capacity to quickly stimulate income growth, generate foreign exchange and contribute to domestic earnings of government through fees and taxes (Vanguard Newspaper, June 24, 2011). The interest in tourism by the Nigeria's government started way back in the 1960s with the Obasanjo's regime in 1976 establishing the Nigeria Tourism Board (NTB) now Nigeria Tourism Development Corporation (NTDC) via Decree No. 54 of 1976 reviewed to Decree No. 86 of 1991 and giving it a 'preferred sector' status respectively. Master Plan on tourism development in Nigeria started in 1982 with a tourism development policy first rolled out in 1990. To further consolidate the quest for quality service delivery in the tourism industry, the government created the Federal Ministry of Tourism and Culture to actualize the dream of catching up with the global train in tourism development (Munzali, 2011).

Tourism has become a major source of economic diversification for many countries, underpinning the service sector and forging effective backward and forward linkages with the rest of the economy, allowing new employment and income earning opportunities. Although the developed countries account for a higher proportion of global tourism, many developing countries are beginning to take advantage of the huge opportunities offered by tourism. However, only developing countries with effective natural and man-made tourism supporting and enhancing infrastructure have been able to develop their tourism sector and seize the attendant advantages. The need for economic diversification in most developing countries is overwhelming because of their defining mono-cultural economic characteristics where only one or two commodities dominate exports and provide the bulk

of foreign exchange from which these countries could reconcile their internal and external balances. Nigeria is one such country seeking to diversify its economy away from crude oil production to maximize employment and income generating opportunities. Nigeria has huge tourism potentials, especially given its natural and diversified landscapes but lacks effective and tourism supporting and enhancing infrastructure. While tourism affords huge employment and income generating opportunities, its impact on bio-physical environment is well acknowledged hence the emphasis on sustainable tourism (Ayeni and Ebohoh, 2012).

Tourism is one concept that may not really invoke the desired passion and attraction among Nigerians. The reason for this could be the high level of poverty prevalent in a country where the people live from hand to mouth and have little left for other secondary activities like tourism. However, tourism is not an issue that is limited to Nigeria but is a language of the international community where people save money in order to visit places of attractions to fulfill their dreams (Jiboku and Jiboku, 2010). The important roles of the tourism sector as the main instrument in socio-economic development of any nation cannot be overemphasized. Although some of the tourist centres in Nigeria are not well developed to promote socio-economic development, the only way to realize the important roles of tourism is through a well developed, packaged and promoted tourist attraction (Tunde, 2012). The Nigerian Government is increasingly recognizing the need to develop this industry especially now that the country is trying to diversify her economy. The present government has called for the promotion and exploitation of other sectors that could contribute to economic development and tourism has been recognized as a high profile among them. Apart from petroleum and agriculture, tourism is another sector that could help in turning the Nigerian economy around (Dalat, 2010).

Nigeria is a country richly endowed with a wide range of natural and cultural resources relative to other nations in Africa and on global level most of which are largely untapped. These resources fall into protected ecosystems (game reserves and recreational parks), protected landscapes or natural sceneries, cultural sites, coastline, traditional festivals and historic relics and monuments (Ekechukwu, 1990; Okoli, 2001 cited in Enemou et al., 2012). Undoubtedly, tourism and the hospitality industry can be said to be a basic revenue generator for the operators in the business and the country in which they operate. Nigeria as a country is no exception. Although the tourism industry in Nigeria cannot be said to be fully developed, it is still in its developing stage. Meanwhile, since its independence in 1960, Nigeria as a country has been dependent on the oil sector. So, the tourism sector has been neglected, until recently when the new democratic government identified tourism as a strategic venture that can boost the economy

of Nigeria as a country (Nigeria hospitality, 2010; cited in Ogbonnikan, 2012). It is against this backdrop that this study explores management of tourism for socio-economic-development in Nigerian local government using the case of Idanre Local Government as a case study.

Tourism and socio-economic development in Nigeria

Nigeria as a nation is endowed with both natural and material resources that can be harnessed to aid the economic development of the country by providing revenue and foreign exchange. Tourism plays significant roles in socio-economic development of many nations. This is because it contributes towards alleviating the major political, social and economic problems that characterize the rural areas. It equally helps in developing the urban centres. Tourism has been discovered to be a very important instrument to poverty alleviation, attainment of the millennium development goals (MDGs) and sustainable development (Olorunfemi and Raheem, 2008 cited in Tunde, 2012)). It is pertinent to note that tourism ranks as one of the programme initiatives that contribute to national development. Tourism could contribute meaningfully to the economic development of Nigeria if properly harnessed (Da'silva, 1985; Atewologun; 1986 cited in Dalat, 2010). In Nigeria the contribution to government revenue from levies on Hospitality sector (registration and other charges) recorded N1.149m in 2004 while N100m was generated in 2009. Furthermore, N313m was generated by company tax (National Bureau of Statistics, NBS). In 2011, the industry contributed about N1, 232.2 billion (3.3 percent) to the GDP in Nigeria. In its report, the WITC forecasts that the industry will generate 897,500 jobs representing 1.4 percent of Nigeria's total workforce in 2012 and that over the next 10 years, the amount is expected to grow by 6.5 percent per annum to N483.4 billion in 2022. From the foregoing, the only way to have sustainable tourism is through the development of the entire neglected tourist sites in Nigeria. This would translate to increased contribution towards Gross Domestic Product, employment generation, improved economic and social progress within Nigeria and Africa as a whole (Tunde, 2012). The immense socio-economic impacts and benefits of tourism have in recent time been recognized by several states and the Federal Government of Nigeria. Contingent upon this, part of the effort towards diversifying the economy of the nation has been to harness and develop tourism – the untapped non- oil sector (Akpan and Obang, 2012).

Foreign Earning/Exchange: The tourism industry makes room for foreign earning in the Nigeria economy. It does this by attaining foreigners from other countries to Nigeria e.g. The Tinapa or Obudu Cattle ranch in Cross River State attract foreigners to the state annually for site

seeing and Holiday visit. Agriculture also encourages foreign exchange through international trade e.g. cocoa exportation, rubber exportation etc (Naijaedu.wordpress.com). Tourism over the years has distinguished itself as one of the major tools for income generation and poverty alleviation in both rural and urban areas in developing nations like Nigeria. Participation in tourism-related economic activities contributes immensely in the community development of localities or places. Hence, the central aim of community development is to positively affect lives and standard of living of a people. Localities with equitable tourism potentials stand a better chance in maximizing the contributions of tourism to their economic lives by actively initiating and participating in various tourism businesses; small and large scale businesses (Elochukwu, 2013). From the foregoing, Nigerian geographical landscape has tourism potential which attracts foreigners that may contribute to the socio-economic development of Nigeria if well and properly developed.

RESEACH METHODOLOGY

Study area

Idanre Local Government is located in Ondo State of South western Nigeria. It is the location of Idanre hill which attracts global recognition. According to UNESCO (2007) Idanre hill consists of high plain with spectacular valleys interspersed with inselbergs of about 3000 feet above sea level. Its physical attributes include Owa's palace, shrines, old court, belfry, Agboogun foot print, thunder water (Omi Aopara) and burial mounds and grounds. It also has diverse and variegated ecosystems of flora and fauna. Idanre Hill contains an important bio-physical and land form features whose interaction with the physical features created an enduring cultural landscape within the setting. Idanre Hill is one of the awesome and beautiful natural landscapes in Ondo State and Nigeria. Added to its beauty which fires human curiosity is the fact that the entire people of Idanre lived on these boulders for almost a millennium since emigration downhill in 1933; the topography, vegetation as well as the fauna and flora life has remained undistributed. There is Ogun festival which is partly celebrated on top of the hills during October and Ije festival which spreads-over seven days. Therefore, it is a suitable location for the study of tourism.

Sample size and selection

The Idanre Local Government was selected in carrying out this study. Simple random sampling technique was used to select 120 local government employees.

Research instrument and data collection

The instrument used was a self-designed questionnaire. Data were collected through a questionnaire survey of staff at Idanre Local Government of Ondo State. The questionnaire consisted of two sections. Section A constituted demographic information like work experience, age, sex, marital status, educational status while section B contained structured items relating to the research questions that necessitates this research which needs to be tested.

Table 1. Distribution of respondents based on their demographic characteristics.

		Frequency Percentage	
Sex	Male	52	43.3
	Female	68	56.7
	Total	120	100.0
Age	18-25	25	20.8
	26-30	50	41.7
	36-45	30	25.0
	46 and above	15	12.5
	Total	120	100.0
Marital status	Single	74	61.7
	Married	46	38.3
	Total	120	100.0
Rank/position	Casual	37	30.8
	Junior	69	57.5
	Senior	14	11.7
	Total	120	100.0
Work Experience	Below 4 years	59	49.2
	Four-six years	48	40.0
	Six-Eight years	13	10.8
	Eight years and above	0	.0
	Total	120	100.0
Qualification	WASCE/GE	40	33.3
	OND/NCE	42	35.0
	NCE	17	14.2
	HND	13	10.8
	B.SC/B.A	8	6.7
	Total	120	100.0
Ethnicity	Hausa	0	0
	Ibo	0	0
	Yoruba	120	100
	Others	0	0
	Total	120	100.0

Simple percentage was used to present the demographic information of the respondents while Chi-Square was used to analyze the research questions.

Hypotheses of study

Hypothesis was tested using Pearson chi-square at 0.05 level of significance.

Ho 1: there is no significant relationship between tourism and socio-economic development.

Ho 2: there is no significant relationship between the level of revenue derived from tourism and socio-economic development.

Ho 3: there is no significant relationship between the level of socio-economic development and funds allocated to tourism.

DISCUSSION OF FINDINGS

From Tables 1-4, this study shows that majority of the respondents were females (56.7). It also reveals that the respondents between the ages of 26-30 constituted the largest number (41.7%). The study also shows that those that were single constituted the largest number of respondents (61.7), while the junior staffs were the majority of the respondents (57.5); those with work experience below 4 years constitute the highest (49.2%), 35.0% of the respondents were OND/NCE holders, while the Yoruba respondents constitute the total number of respondents (100%). It is evident that majority of the respondents (53.3%) believed that tourism has been discovered as one of the strategy to improve socio-economic development in Nigeria. 80% of respondents were of the opinion that Idanre Hill has brought a great fortune to the socio-economic development of Idanre Local Government. 83.3% believed that during visitation to Idanre Hill, the citizens in Idanre Local Government used to feel the improvement in their socio-economic activities. 73.3% believed that Idanre Local Government has been considered as one of the local government that derives its internal generated revenue from tourism, 65.0% believed that the revenue derived from tourism has been utilized to develop Idanre Local Government, 87.5% agreed that the citizens in Idanre Local Government enjoy the benefit of tourism, 76.7 and 93.3% believed that there is improvement in social service delivery since Idanre Local Government was created. The tables also revealed that 80% of respondents agreed that over-dependent on oil has been a major problem to tourism development, 53.3% of the respondents also concurred that Federal government policies towards tourism development are not encouraging, 85.0% supported that there is neglect of tourism development in the national scheme of things. 45.0% agreed that corruption has pervaded tourism sector in Nigeria, and 20.0% confirmed that inadequate finance has hamstrung the development of tourist centre in Nigeria. The tables revealed that 48.3% believed that decentralization of tourism policy will enhance socio-economic development of Idanre Local Government while majority of the respondents (76.7%) agreed that diversification of economy will improve the development of tourism in Nigeria. 40% of the respondents disagreed that adequate financial autonomy will ginger tourism development in Idanre Local Government while 59.2% agreed that uncorrupted political atmosphere will help the development of tourism in Nigeria and 53.3% agreed on the question that implementation of tourism policy will enhance the social

Table 2. The role of tourism in socio-economic development in Idanre Local Government.

	Strongly disagree		Disagree		Agree		Strongly agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Tourism has been discovered as one of the strategy to improve socio-economic development in Nigeria.	5	4.2%	30	25.0%	21	17.5%	64	53.3%
Idanre Hill has been visited by the people locally and internationally	4	3.3%	6	5.0%	14	11.7%	96	80.0%
Idanre Hill has brought a great fortune to socio-economic development of Idanre Local Government	2	1.7%	2	1.7%	16	13.3%	100	83.3%
During visitation to Idanre Hill, the citizens in Idanre Local Government used to feel the improvement in their socio-economic activities	3	2.5%	7	5.8%	22	18.3%	88	73.3%
Idanre Local Government has been considered as one of the local government that derives its internal generated revenue from tourism.	1	.8%	9	7.5%	32	26.7%	78	65.0%
The revenue derived from Tourism has been utilized to develop Idanre Local Government	2	1.7%	3	2.5%	10	8.3%	105	87.5%
The citizens in Idanre Local Government enjoy the benefit of Tourism	1	.8%	7	5.8%	20	16.7%	92	76.7%
There is improvement in social service delivery since Idanre Local Government was created.	1	.8%	0	.0%	7	5.8%	112	93.3%

service delivery in Idanre Local Government.

Research hypothesis

Hypotheses testing

Research Hypothesis 1: There is no significant relationship between tourism and socio economic development.

The null hypothesis above was tested using Pearson chi-square at 0.05 level of significance and the results are shown in Table 5.

There exists a significant relationship between tourism and socio- economic development resulting in a Chi-Square value of 80.471 and 'p' value of 0.00. Since the p value was not up to the significant level (0.05) we reject the stated null hypothesis that there is no significant relationship between tourism and socio- economic development. Then we accept the alternative that there is a significant relationship between tourism and socio-economic development.

Research Hypothesis 2: there is no significant relation-

ship between the level of revenue derived from tourism and socio-economic development.

The null hypothesis above was tested using Pearson chi-square at 0.05 level of significance and the results are shown in Table 6.

There exists a significant relationship between the level of revenue derived from tourism and socio-economic development resulting in a Chi-Square value of 105.882 and 'p' value of 0.00. Since the p value was not up to the significant level (0.05) we reject the stated null hypothesis that there is no significant relationship between the level of revenue derived from tourism and socio-economic development. Then we accept the alternative that there is a significant relationship between the level of revenue derived from tourism and socio-economic development.

Research Hypothesis 3: there is no significant relationship between the level of socio-economic development and funds allocated to tourism.

The null hypothesis above was tested using Pearson chi-square at 0.05 level of significance and the results are shown in Table 7.

Table 3. Problem facing Idanre Local Government in tourism development.

	Strongly disagree		Disagree		Agree		Strongly agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Over-dependent on oil has been a major problem to tourism development	1	0.8%	21	17.5%	2	1.7%	96	80.0%
Federal government policies towards tourism development are not encouraging	10	8.3%	27	22.5%	19	15.8%	64	53.3%
There is neglect of tourism development in the national scheme of things.	2	1.7%	4	3.3%	12	10.0%	102	85.0%
Corruption has pervaded tourism sector in Nigeria	8	6.7%	10	8.3%	48	40.0%	54	45.0%
Inadequate finance has hamstrung the development of tourist centre in Nigeria.	12	10.0%	68	56.7%	16	13.3%	24	20.0%

Table 4. Strategies to develop tourism in Nigeria to enhance socio-economic development.

	Strongly disagree		Disagree		Agree		Strongly agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Decentralization of Tourism policy will enhance socio-economic development of Idanre local government	25	20.8%	25	20.8%	12	10.0%	58	48.3%
Diversification of economy will improve the development of tourism in Nigeria	14	11.7%	12	10.0%	2	1.7%	92	76.7%
Adequate financial autonomy will ginger tourism development in Idanre local government	20	16.7%	48	40.0%	16	13.3%	36	30.0%
Uncorrupted political atmosphere will help the development of tourism in Nigeria	7	5.8%	26	21.7%	16	13.3%	71	59.2%
Implementation of tourism policy will enhance the social service delivery in Idanre local government	5	4.2%	5	4.2%	46	38.3%	64	53.3%

There exists a significant relationship between the level of socio-economic development and funds allocated for tourism resulting in a Chi-Square value of 168.000 and 'p' value of 0.00. Since the p value was not up to the significant level (0.05) we reject the stated null hypothesis that there is no significant relationship between the level of socio-economic development and funds allocated to tourism. Then we accept the alternative that there is a significant relationship between the level of socio-economic development and funds allocated to tourism.

CONCLUSION AND RECOMMENDATIONS

This study has examined the prominent values of managing tourism for socio-economic development in Nigerian local government with reference to Idanre Local Government. Over-reliance on crude oil has backpedaled Nigerian socio-economic development. Tourism has contributed a lot to the socio-economic development of Idanre local government in Nigeria. This study therefore suggests that government should embrace public-private-

Table 5. Relationship between tourism and socio economic development.

Variables	Mean	Std. Deviation	χ^2	p
Tourism	3.7833	.58242	80.471	0.00
Economic development	2.8583	1.23190		

Table 6. Relationship between the levels of revenue derived from tourism and socio-economic development.

Variables	Mean	Std. Deviation	χ^2	p
Revenue	3.7833	0.58242	105.882	0.00
Socio-economic development	2.5667	1.09032		

Table 7. Relationship between socio-economic development and fund allocated for tourism.

Variables	Mean	Std. Deviation	χ^2	p
level of socio-economic development	3.4333	1.07479	168.000	0.00
level of fund allocated to tourism	3.6917	.61897		

partnership in order to develop tourism sector. The government needs to diversify revenue base in order to encourage socio-economic development of every locality. There is immediate need to make policy that will facilitate local economic development of all the local government through which grass root development could be guaranteed.

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