

Impacts of Tourism on Host communities of a Proposed World Heritage Site: Idanre Hills in Ondo State, Nigeria

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ABSTRACT

The study aimed to determine the social and economic impacts of tourism on host communities of Idanre Hills, Nigeria, and the influence of the host communities' demographic characteristics on both impacts. Multi-stage sampling technique was used to select three major communities based on their cultural relatedness to the site, and self-administered questionnaires were distributed to three hundred and fifty inhabitants. Descriptive statistics and Chi-Square were used for data analysis. Results revealed that the tourism activities in Idanre Hills had both negative and positive impacts on host communities' residents. Four social variables (adoption of foreign words in the daily vocabulary, 102.93; increased rate of alcoholism, 89.07; increased relaxation centres, 86.13; introduction of more festival activities, 85.93) had significant impacts on the residents (Weighted mean > Gross Arithmetic Mean (GAM), 77.64). Moreover, six economic variables (improved image of Idanre, 100.87; increased cost of land, 94.47; new employment opportunities, 94.47; introduction of hotel, 88.87; motel, guest houses, 86.40; women empowerment, 85.73; more jobs on the site, 83.13; and increased standard of living, 82.93) had significant impacts on the residents (Weighted mean > GAM, 82.01). The marital status and level of education of the host communities' residents had a significant effect on all the four indicators of the perceived social impact of tourism ($p < 0.05$). Also, the age, marital status, level of education and occupation had a significant effect on all the seven indicators of the perceived economic impact of tourism ($p < 0.05$). Despite the negative social and economic impacts of tourism, their outweighing positive on cultural integration, improved economic and tourism infrastructural development remains great potential to the host communities' residents of the proposed world heritage site.

Keywords: UNESCO heritage site; Idanre Hills; cultural integration, tourism

INTRODUCTION

Tourism and heritage sites are mutually dependent with the provision of funds for conservation and creation of a base for tourism growth in a country (Jamieson, 1999). Tourism had been a major source of economic growth in the country with impact on the employment, standard of living,

provision of lodges (accommodation) and increase in the cost of land which can contribute greatly to the growth of the community (Vaugeois, 2000; Basu, 2003). It is being acknowledged as a valuable tool for socio-economic development that facilitate employment opportunities, local economic development, and enhance the quality of life

(Hodur *et. al.*, 2005; Hall, 2007; Haller, 2012; Ayeni and Ebohon, 2012; Mbina, 2015; Oyebamiji and Nwogu, 2015). For this reasons, it is one of a better option to ensure sustainable National development in a developing economy such as Nigeria. But, its prospect in Nigeria is reliant on the chances and challenges being exploited and addressed (Dantata, 2011).

Therefore, tourism planning is an essential management step to harness the tourism potentials of a proposed tourism destination, and mitigate any negative impact that its non-sustainable use could pose. It is a fact that tourism can impact negatively on the socio-economic and cultural framework of a tourism site's host communities (Godfrey and Clarke, 2000; Ayeni and Ebohon, 2002). Interrelationship exists between tourism destinations such as World Heritage sites and their respective host communities, which could either be positive or negative (UNESCO, 2012). The organization further emphasised the importance of host communities' involvement in the tentative listing and nomination procedures undertaken by the relevant agencies of the respective national governments. Destination host communities are major stakeholders in the ecological, cultural and socio-economic integration of any proposed World Heritage site (Cook *et. al.*, 2006; Smith, 2007; Enemuo and Chigozie, 2015).

The perception of host communities' residents on the impacts of tourism in Idanre Hills is important in the planning and policy consideration for the successful and sustainable development of the proposed heritage site. Despite various researches undertaken at Idanre Hill, none had substantially proven the social and economic impacts of tourism on its host communities.

Therefore, this research aimed to determine the socio-economic impacts of tourism development on host communities of Idanre Hills, and determine the influence of the host communities' demographic characteristics on the socio-economic impacts of tourism development in the proposed World Heritage site.

METHODOLOGY

Study Area

The study was carried out within three major host communities (Odode Idanre, Alade Idanre and Atosin Idanre) of the Idanre Hills (a proposed World Heritage site in Southwest, Nigeria) based on the cultural relatedness of the host communities. The site is situated in Odode Idanre, a community adjoined by Alade Idanre and Atosin Idanre.in Idanre Local Government Area of Ondo State, Nigeria (Figure 1). It falls within the tropical climate with an average annual temperature is 26.9⁰C and an average annual precipitation of 1,747 mm (UNESCO, 2007). It is inhabited by the people of Idanre who lived on the hill for almost 100 years before migrating to its base (State Information Technology Agency, 2011; Adeniran, 2012; Itayemi, 2012). The hill has about 640 steps with five resting spots (Adisa, 2010). It naturally formed inselbergs steep-sided, which are smooth and dome-shaped in nature, named after some historical figures in the socio-cultural evolution of Idanre land – Olofin, Orosun, Aghagha, Agbogun, Carter, Ajimoba, Ilesun, etc (Ojo, 2014; Kasim *et. al.*, 2015). The fauna composed of 174 species of insects, 4 species of fishes, with bats, special species of tailless animal called Hyrax and monkey species that inhabit on the rocks and sighted near Orosun hills respectively (Ige *et al.*, 2011). Its vegetations are characterized by herbaceous species, lianas, climbers and

woody tree species with dominant genera such as *Chromolaena*, *Aspilia*, *Combretum* and *Musanga cecropoides* (UNESCO, 2007).

Over the years, various administrations of Ondo State government, Nigeria re-packaged and ensured that Idanre hills are evaluated and selected by the intergovernmental World Heritage Committee of the United Nations Educational, Scientific and Cultural Organization. Few of the government efforts

were the Golf Course project in 2008 between Idanre and Owena towns (Emmanuel and Rotowa, 2010), and Mare (meaning “don’t fall”) Festival from December 2009 till date. The Mare festival was organized by the Ondo State Ministry of Culture and Tourism in collaboration with Motherland Beckons, which featured mountain climbing event combined with cultural display, music, live drama, thrilling adventures coupled with other forms of interesting

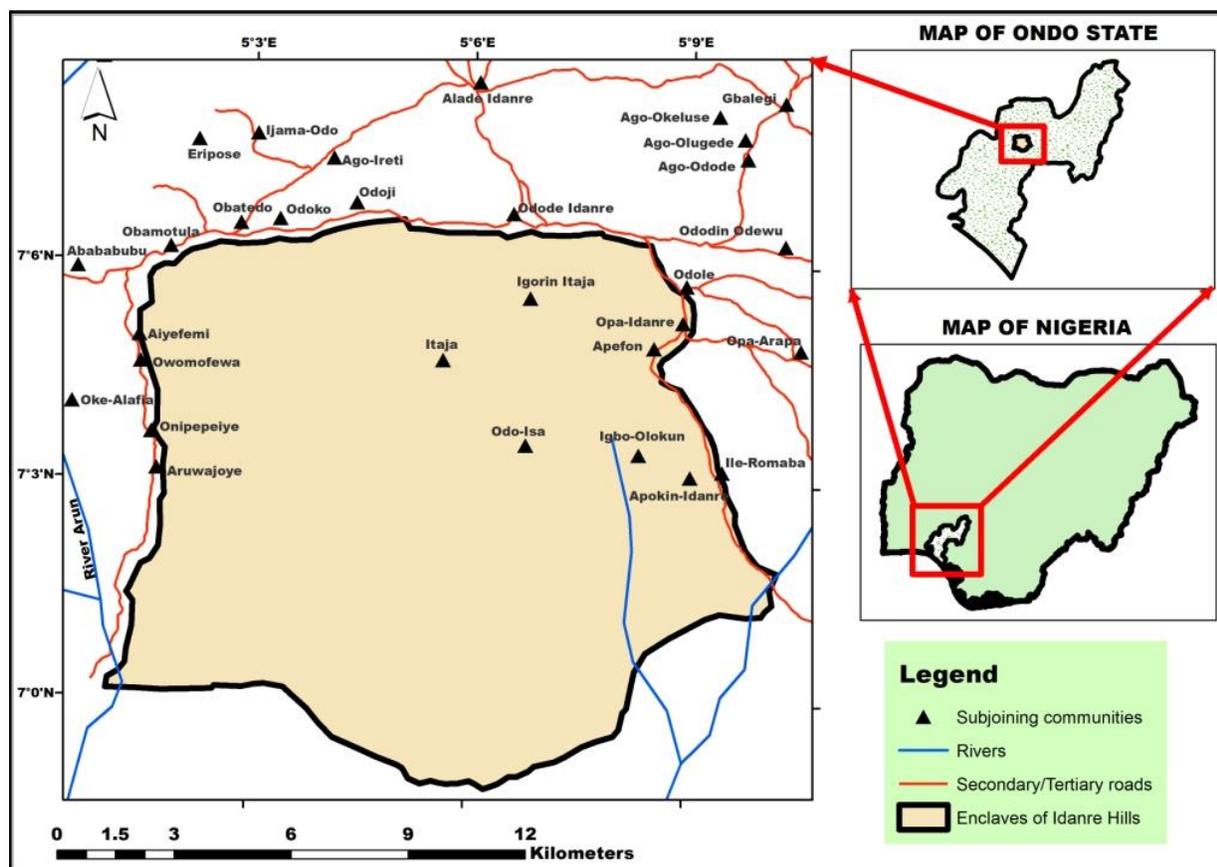


Figure1: Idanre Hills and their adjoining communities in the Ondo State of Nigeria

activities (Okungbowa, 2009; Ondo State Ministry of Culture and Tourism, 2010; Emmanuel and Rotowa, 2010). It puts to advance ecotourism, mountain climbing, musical extravaganza, cultural carnival and educational fiesta (Hakeem, 2012).

DATA COLLECTION

Data were collected using a set of structured questionnaire. The questionnaire was in three parts: Section A of 9 items solicited general information of respondents, Section B had 11 items indicating the social impact of tourism at the proposed heritage site on the host communities, and Section C had 12 items indicating the economic impact of tourism at the proposed heritage site on the host communities. Items on sections B and C were designed using five Likert's scale i.e. strongly agree (SA), agree (A), no opinion (NI), disagree (D) and strongly disagree (SD). Prior to the study, the questionnaires were validated and Cronbach Alpha was used to determine the reliability coefficient of the instrument, which was found to be 0.91. The response rate of the respondents was 100%. Multi-stage sampling technique was used in the data collection. A purposive random sampling was used to select three host communities (Odode Idanre, Alade Idanre and Atosin Idanre) based on their cultural significance to Idanre Hills. A total of 360 questionnaires were distributed to residents of the select host communities. One hundred and twenty (120) respondents who showed their willingness to participate in the survey were sampled each in Odode Idanre, Alade Idanre and Atosin Idanre. The incomplete questionnaires were excluded, 350 useable ones were obtained, yielding a 97.2% response rate as described by (Ching-fu and Pie-Chun 2010).

DATA ANALYSIS

Data collected were subjected to descriptive statistics such as tables and figures using Statistical Package for Social Sciences (SPSS version 21). Responses of the respondents from items designed according to five Likert's scale were converted (i.e. strongly agree - 5, agree - 4, no opinion - 3, disagree - 2 and strongly disagree - 1), weighted (Equation 1), and then subjected to Gross Arithmetic Mean computation (Equation 2) in order to determine the rank and the perceived social and economic variables with significant impact on host communities. Chi square (Equation 3) was used to determine the influence of host communities' demographic characteristics on their perceived significant social and economic impacts of tourism development in Idanre Hills.

$$\text{Weighted mean} = \sum_{i=5}^n \frac{w_i * x_i}{n} \dots\dots \text{Eqn. 1}$$

Where,
 w = Weights (5 Likert's scale)
 x = Number of responses to each weight of an item
 n = Sum of all weights

$$\text{Gross Arithmetic Mean} = \sum_{i=5}^n \frac{w_i}{n} \dots\dots \text{Eqn. 2}$$

Where,
 w = Sum of weighted means of all item Weights
 n = Number of items

$$\text{Chi square, } \chi^2 = \sum \frac{(o-e)^2}{e} \dots\dots \text{Eqn. 3}$$

Where,
 o = Observed value
 e = Expected value

RESULTS

The demographic characteristics of the respondents were presented in Table 1. Male was more represented with 59.14%, while the majority had a primary education with 42.57%. The majority of the respondents (36.29%) were in the age range of 31 – 40 years. Most of the respondents were married (58.29%), Christians (92.29%) and had lived in the area for 6 - 10 years (53.14%). In addition, 32.29% of the respondents were trading in occupation.

Table 2 showed host communities' perception on the social impact of tourism in proposed Idanre heritage site. The result indicated that adoption of foreign words in daily vocabulary (Weighted mean = 102.93), increased rate of alcoholism (Weighted mean = 89.07), increased relaxation centres (Weighted mean = 86.13) and introduction of more festive activities (Weighted mean = 85.93) as the significant social impacts of tourism on the host communities (Weighted mean > Gross Arithmetic Mean). Host communities' perception on the economic impact of ecotourism development in Idanre heritage site was presented in Table 2. The result showed that improved image of Idanre (Weighted mean = 100.87), increment in cost of land (Weighted mean = 94.47), new employment opportunities (Weighted mean = 88.87) introduction of hotel, motel, guest houses, etc (Weighted mean = 86.40), women empowerment (Weighted mean = 85.73), more jobs on the site (Weighted mean = 83.13), and increased standard of living (Weighted mean = 82.93) are the

significant economic impacts of tourism on the host communities (Weighted mean > Gross Arithmetic Mean).

Table 4 presented the influence of respondents' demographic characteristics on the perceived significant social impact of tourism on host communities of proposed Idanre heritage site. The result indicated that age ($\chi^2 = 30.71$, $p = 0.00$), marital status ($\chi^2 = 36.02$, $p = 0.00$), religion ($\chi^2 = 17.61$, $p = 0.01$) and level of education ($\chi^2 = 61.63$, $p = 0.00$) had respective significant effect on the perceived social impact of increased relaxation centres ($p < 0.05$). Gender ($\chi^2 = 13.00$, $p = 0.00$), age ($\chi^2 = 27.23$, $p = 0.04$), marital status ($\chi^2 = 32.88$, $p = 0.00$), and level of education ($\chi^2 = 30.09$, $p = 0.00$) had significant effect on the perceived social impact of introduction of more festival activities ($p < 0.05$). Marital status ($\chi^2 = 46.24$, $p = 0.00$), religion ($\chi^2 = 20.74$, $p = 0.00$) and level of education ($\chi^2 = 14.02$, $p = 0.03$) had significant effect on the perceived social impact of increased rate of alcoholism ($p < 0.05$). Also, age ($\chi^2 = 31.26$, $p = 0.01$), marital status ($\chi^2 = 12.48$, $p = 0.00$), religion ($\chi^2 = 38.78$, $p = 0.00$) and level of education ($\chi^2 = 29.89$, $p = 0.00$) had significant effect on the perceived social impact of adoption of foreign words in daily vocabulary ($p < 0.05$).

Table 1: Socio-demographic characteristic of the sampled respondents in Idanre communities

Characteristics	Description	Frequency	Percentage
Age	Less than 20	37	10.57
	21-30	93	26.57
	31-40	127	36.29
	41-50	53	15.14
	51 and above	40	11.43
Gender	Male	143	40.86
	Female	207	59.14
Marital status	Single	87	24.86
	Married	204	58.29
	Widower/widow	34	9.71
	Divorced	25	7.14
Level of Education	No formal	107	30.57
	Primary	149	42.57
	Secondary	76	21.71
	Tertiary	18	5.14
Religion	Christianity	323	92.29
	Islamic	26	7.43
	Traditionalist	1	0.30
Occupation	Farming	77	22.00
	Hunting	15	4.29
	Trading	113	32.29
	Student	67	19.14
	Civil servant	37	10.57
	Artisan	41	11.71
Years of stay	1-5	148	42.29
	6-10	186	53.14
	11-15	14	4.00
	16-20	2	0.60

n = 350

Table 2: Host communities' perception on the social impact of tourism development in Idanre Hills (N= 350)

Social variables	SA	A	NI	D	SD	Weighted Mean	Decision (GAM=77.64)	Rank
Increased relaxation centres	101	137	15	97	0	86.13	*	3 rd
Introduction of more festival activities	109	128	8	103	2	85.93	*	4 th
Internal migration	50	80	116	57	47	71.93	ns	9 th
Increased rate of alcoholism	142	97	28	71	12	89.07	*	2 nd
Increased noise level	50	118	32	126	24	72.93	ns	8 th
Traffic congestion	77	106	13	136	18	75.87	ns	7 th
Overcrowding	58	88	13	171	20	69.53	ns	10 th
Increased rate of vandalism	36	69	29	181	35	62.67	ns	11 th
Increased rate of crime	34	54	26	201	35	60.07	ns	5 th
Encouragement of variety of cultural activities	89	75	76	71	39	76.93	ns	6 th
Adoption of foreign words in daily vocabulary	192	130	12	12	4	102.93	*	1 st

• **GAM** denotes Gross Arithmetic Mean.

• A value greater than the GAM is accepted and vice versa.

* signifies there is significant impact (Weighted mean > GAM) while ns signifies no significant impact (Weighted mean < GAM)

Table 3: Host communities' perception on the economic impact of tourism development in Idanre Hills (N= 350)

Economic variables	SA	A	NI	D	SD	Weighted Mean	Decision (GAM=82.01)	Rank
New employment opportunities	92	181	0	72	5	88.87	*	3 rd
New investments come to region	65	123	2	157	3	76.00	Ns	8 th
Increased standard of living	93	140	15	72	30	82.93	*	7 th
Women empowerment	105	145	16	49	35	85.73	*	5 th
Changes in price of goods and services	81	91	2	143	33	72.93	Ns	9 th
Changes in rate of sales (goods and services)	57	113	7	141	32	71.47	Ns	10 th
More jobs on the site	59	197	15	40	39	83.13	*	6 th
Introduction of hotel, motel, guest houses, etc	104	142	3	98	3	86.40	*	4 th
Improved image of Idanre	177	140	2	31	0	100.87	*	1 st
Increased in transportation cost	62	92	13	160	23	70.67	Ns	11 th
Increased in cost of land	203	65	8	44	30	94.47	*	2 nd
Construction of basic amenities such as major roads, good water, etc	32	139	11	143	25	70.67	Ns	11 th

- **GAM** denotes Gross Arithmetic Mean.
- A value greater than the GAM is accepted and vice versa.

Table 4: Influence of demographic characteristics of host communities on their perceived significant social impact of tourism development in Idanre Hills (N= 350)

Variables of social impacts	Gender		Age class		Marital status		Religion		Level of education		Occupation		Years of stay	
	χ^2	P	χ^2	P	χ^2	P	χ^2	P	χ^2	P	χ^2	P	χ^2	P
Increased relaxation centres	5.84	0.12ns	30.71	0.00*	36.02	0.00*	17.61	0.01*	61.63	0.00*	185.98	0.25ns	185.98	0.25ns
Introduction of more festive activities	13.00	0.00*	27.23	0.04*	32.88	0.00*	2.60	0.96ns	30.09	0.00*	241.64	0.32ns	241.64	0.32ns
Increased rate of alcoholism	8.19	0.09ns	24.28	0.08ns	46.24	0.00*	20.74	0.00*	14.02	0.03*	235.29	0.43ns	235.29	0.43ns
Adoption of foreign words in the daily vocabulary.	0.84	0.90ns	31.26	0.01*	12.48	0.00*	38.78	0.00*	29.89	0.00*	226.10	0.60ns	226.10	0.60ns

*signifies there is significant influence (P<0.05), while ns signifies not significant influence (P>0.05)

“ χ^2 ” denotes Chi-square

Table 5 presented the influence of respondents’ demographic characteristics on the perceived significant economic impact of tourism on host communities of proposed Idanre heritage site. The result indicated that gender of the respondents had significant effect (p < 0.05) only on the perceived economic impact of introduction of hotel, motel, guest houses, etc ($\chi^2 = 10.31$, p = 0.04), while age had significant effect (p < 0.05) on the following perceived economic impact - new employment opportunities ($\chi^2 = 28.16$, p = 0.01), increased standard of living

($\chi^2 = 50.04$, p = 0.00), women empowerment ($\chi^2 = 59.69$, p = 0.00), more jobs on the site ($\chi^2 = 37.71$, p = 0.00), introduction of hotel, motel, guest houses, etc ($\chi^2 = 56.03$, p = 0.00), improved image of Idanre ($\chi^2 = 20.74$, p = 0.05), and increment in cost of land ($\chi^2 = 38.72$, p = 0.00). Also, marital status, level of education, occupation, years of stay had significant effect (p < 0.05) on all perceived economic impacts.

Table 5: Influence of demographic characteristics of host communities on their perceived significant economic impact of tourism development in Idanre Hills (N= 350)

Variables of economic impacts	Gender		Age class		Marital status		Religion		Level of education		Occupation		Years of stay	
	χ^2	P	χ^2	P	χ^2	P	χ^2	P	χ^2	P	χ^2	P	χ^2	P
New employment opportunities	4.08	0.25ns	28.16	0.01*	34.06	0.00*	19.01	0.00*	25.12	0.00*	36.65	0.00*	201.57	0.08ns
Increased standard of living	6.94	0.14ns	50.04	0.00*	64.73	0.00*	24.76	0.00*	68.30	0.00*	85.19	0.00*	262.40	0.08ns
Women empowerment	3.43	0.49ns	59.69	0.00*	58.11	0.00*	7.78	0.46ns	57.38	0.00*	85.61	0.00*	317.87	0.00*
More jobs on the site	5.00	0.29ns	37.71	0.00*	35.45	0.00*	11.54	0.71ns	69.05	0.00*	56.47	0.00*	280.97	0.02*
Introduction of hotel, motel, guest houses, etc	10.31	0.04*	56.03	0.00*	30.53	0.00*	12.36	0.14ns	49.41	0.00*	44.91	0.00*	389.26	0.00*
Improved image of Idanre	4.05	0.26ns	20.74	0.05*	35.12	0.00*	14.75	0.02*	32.98	0.00*	37.46	0.00*	206.30	0.05*
An increment in the cost of land.	60.00	0.20ns	38.72	0.00*	32.56	0.00*	44.77	0.00*	48.61	0.00*	21.21	0.39ns	321.09	0.00*

*signifies there is significant influence ($p < 0.05$), while ns signifies not significant influence ($p > 0.05$)

χ^2 denotes Chi-square

DISCUSSION

Findings from the study indicated that tourism activities in Idanre Hills have both negative and positive impacts. Adoption of foreign words in daily vocabulary, increased rate of alcoholism, increased relaxation centres and introduction of more festival activities were the significant social impacts. Brunt and Courtney (1999) stated that the social impacts of tourism on residents' way of life are inevitable. This supported the assertion of Türker and Öztürk (2013) that resident's identity such as habit, values, daily routine is often lost through their interaction with tourists. Also, the result corroborated the findings of Tosun (2002), Bok and Karakas (2017) that tourism led to high rate of alcoholism and drug use coupled with adoption of foreign words in daily vocabulary in a few provinces of Turkey. The significant positive social impacts of tourism on the host communities are increased relaxation centres and introduction of more festive activities. This supported the assertion of Brunt and Courtney (1999) that tourism provides the opportunity to improve recreational and cultural activities as well as cultural heritage.

Furthermore, residents of Idanre communities indicated improved image of Idanre, new employment opportunities, introduction of hotel, motel, guest houses, women empowerment, more jobs on the site and increased standard of living as potential positive economic impact of ecotourism development in Idanre Hills. This supported the findings of Vareiro and Mendes (2015) that tourism increased the number of tourist facilities, employment opportunities and a variety of businesses in the Portuguese World Heritage historic centres. Muchmore, the increment in cost of land was only indicated as significant negative economic impact. This aligned with the submissions of

Brunt and Courtney (1999) who identified increment in cost of land and housing as the most negative impacts of tourism in Antalya, Turkey.

From this study, it can be deduced that the occupation, year of stay of the residents had no influence on the perceived significant social impact of tourism development in Idanre Hills. Several authors have linked the demographic characteristics of residents to the social impact of tourism development on their local area (Easterling, 2004; Haley *et al.*, 2005; Petrzela *et al.*, 2005; Sharma and Dyer, 2009; Deery *et al.*, 2011). However, gender had a greater influence on the respondents' perception that "more festive activities have been introduced" as a result of the tourism development in Idanre. This can be attributed to more males amidst the populations who being the head of major households are the dominant participants in most festive events. Nunkoo and Gursoy (2012) had similar findings in their study that proved that significant differences exist between gender groups. The level of education and marital status of the residents were believed to have significantly influenced the rate of alcoholism, adoption of foreign words in the daily vocabulary, and increased number of relaxation centres and festive activities in the study area. Moreover, the perception that there has been increased rate of alcoholism among the residents of Idanre Hills' host communities cannot be connected to their age classes despite the youth-dominated population, which means that irrespective of their ages, alcoholism was perceived to have increased amongst the populace. This assertion aligned with the study of Osumanyi (2016) who found out that majority of the respondents believes that tourism impacts so much on the social nature of the residents in their location by increasing the drug and alcohol.

It was also deduced that age, marital status, level of education significantly influenced respondents perception of economic impacts of tourism development in Idanre Hills, This corroborate the findings of Osumanyi (2016) where the age groups of this study have significant impacts on the positive social, positive environmental and negative economic factors. This is also inconsistent with Kuvan and Akan (2005) where the participants hold same responses regarding their marital status on perceptions of the economic impacts of tourism. Furthermore, findings show that 'introduction of hotel, motel, and guest houses, new employment opportunities, increased standard of living were not significantly influenced by gender and year of stay of respondents in Idanre community. This implies that both male and female perceived that development of the site will create new employment opportunities. This perception could be because of many persons (irrespective of gender) that are informally employed because of visitation by tourists to Idanre hill. Tourism creates employment opportunities for different genders. Moreover, irrespective of their years of residence in Idanre, both male and female hold similar views regarding these variables of economic impact. Additionally, the results have proven that religion had no significant influence on women empowerment, more jobs on the site, introduction of hotel, motel, guest houses, meaning that the residents all hold similar responses based on their religion regarding all these economic impacts.

CONCLUSION

The study had been able to quantify the perceived impacts of tourism development in Idanre hills on its residents' social and economic well-being. Despite the negative social and economic impacts in the host communities, the outweighing positivity of

both impacts on cultural integration, improved economic and tourism infrastructural development is an optimistic step in the right direction. Moreover, it can be inferred that the residents within youthful age, married and with primary and no formal education should be targeted in order to mitigate the negative social and economic impacts of tourism development on the host communities. Thus, this could be realised through organization of awareness and sensitization programmes on the need to maintain the social integrity and improve the economic livelihood of the communities. Although the perceived positive economic impact of tourism development on the residents was quite encouraging, drastic efforts must be taken to improve the current community involvement and passion towards the status upgrade of their heritage site and inevitable success in the aftermath will not be jeopardised.

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