

IMPACT OF TOURIST ACTIVITIES ON HOST COMMUNITIES OF OLUMO ROCK, OGUN STATE

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ABSTRACT

This research was carried to investigate the impacts of tourist activities in Olumo rock, Abeokuta on host community. The study population of this research comprised staff of Olumo rock, residents of the community and tourists. One hundred and twenty(120) questionnaires were purposively administered to the staff of Olumo rock and tourists for the study while snowball method was also used to select the residents. The respondents agreed on the various tourist activities in Olumorock are social events, visit to the exhibition gallery, festivals, rock climbing, ticketing. The respondents have also revealed that this activities have impacts on the host community, these impacts are of different forms, such as economic growth, infrastructural growth, influx of foreigners, acculturation and cultural education. The challenges hindering the tourist activities are lack of funds, poor power supply, poor public awareness, lack of children's playground and also faulty elevator. The study concludes that tourist's activities in olumo rock Abeokuta have impacts on the host community.

Keywords: *Tourism Impact, host community, Olumo rock*

Introduction

Tourism has been identified as one of the most powerful economic, social, cultural, and political forces in the world today (Collins-Keiner and Gatrell, 2006). The development and sustainability of many local and national economies presently depend on numerous benefits in which tourism, particularly ecotourism generates (Yunis, 2003, WTO, 2004). Revenue earned from tourism operations can be expended on conservation of natural resources such as national parks and ancient monuments, which often provide initial motivation for travel and tourism. Tourism is presently the world's largest export earner and is considered to be the world's biggest common industry (Metilelu, 2005). This claim is based primarily on tourism's economic performance and potential, creating jobs and

generating revenue at international, national, regional and local levels. Tourism is not an isolated economic venture which benefits only the wealthy, as does the industrial sector (Ayodele 2002). It has the capacity to trickle down the economic ladder, touching on the poor, middle class and the rich. Tourism creates income for persons working in hotels, restaurant, cafes, travel agents and destination management organisations (DMO), artists, traders and transport enterprises, hence improving the economy at large. Tourism inspires motivation and exploration for leisure, business, recreation, holiday, sports, health, study, religion, visitation (family and friends), mission and meetings. International tourism receipts at current prices excluding the expenditure on international transport increased each year at an average rate of 13 per cent, growing from US\$ 2 billion in 1950 to US\$ 18 billion twenty years later and US\$ 423 billion in 1996 (Seth, 2006). At the national level tourism's revenue-earning potential and contribution to national economies is equally impressive; in 1995 the USA earned more than \$58 billion in international tourism receipts (Seth, 2006). Tourism can also benefit economies at regional and local levels by injecting revenue into urban and rural areas, creating employment opportunities, stimulating the creation of new business enterprises and contributing towards extra inward investment through the promotion of a sensitive image of an area.

In recent years, the impact of tourism on host governments and residents has been a growing area of concern as it has become widely recognized that planners and entrepreneurs within the tourism industry should take the views of host communities into account if the industry is to be sustainable in the long term and promote meaningful tourism development (Allen et al., 1988). Additionally, commercial tourism ventures have been hampered or terminated due to excessive negative resident's sentiments towards tourism development. Factors that influenced residents' support for tourism development, such as perceived impacts (Yoon et al., 2001; Gursoyet al., 2002), community attachment (Nicholas et al., 2009), spatial factors (Yoon et al., 2001; Harill and Potts, 2003) and economic dependence (Yoon et al., 2001), have been extensively studied. However, while most of these studies concentrated on the impacts on the local community, relatively few studies have been conducted on personal impacts, such as personal economic benefit or cost, psychology, family relationships and quality of life, and the relationship between these personal perceived impacts and attitude toward sustainable tourism development. Additionally, recognizing the residents' sense of place also influences their perceived impacts and support for local tourism development (Lee, 2013). Another factor related to residents' understanding of place and tourism development in a historic village is the perception of sustainable tourism development potential, which can

influence their judgment of tourism industry developing in a particular place, and then affect their attitudes. Therefore this study evaluate the impact of tourist activities in Olumo rock on host community. It is believed that the findings of this research provide detailed information on the impact of tourist activities in Olumo rock on its host community.

Methodology Study Area

Abeokuta is the state capital of Ogun State in southwest Nigeria. It is situated on the east bank of the Ogun River, near a group of rocky outcrops in a wooded savanna; 77 kilometers (48 mi) north of Lagos by railway, or 130 kilometers (81 mi) by water.

The place is named Abeokuta because it has a big rock which allowed many warriors to hide whenever war arises and had always been victory at all times.

The city was established in early 19th century as a place of refuge from the ravaging slave trade of the era. Its prominent leader, Sodeke, fought many wars to wade off Ibadan, Dahomey and other cities that were waging wars to get captive for sale as slaves. A historical city built around a rock by the Egba, the name 'Abeokuta' literarily means “underneath the rock.” It is symbolic as it bears tales of the city's past. Originally, the settlers lived under the Olumo Rock. The rock has caves where they hide from invaders. The rock also provided a vantage point where the settlers monitored the movement of their enemies and strategised to defeat them. Today, the rock is a leading attraction and reference point in the city.

Study Population and Sampling Techniques

The study population of this research comprised of staffs of olumo rock, Abeokuta ogun state, residents of the community and tourists. The sampling size was put at 120 respondents. Purposively select staffofolumo rock, the residents and tourists for the study. Snowball method was also used to select residents, the tourist were selected using accidental method. Data obtained were analysed using descriptive statistics.

Results and Discussion

Table 1: Demographic Characteristic of the Respondents in the study area

DEMOGRAPHIC	Variables	FREQUENCY	PERCENTAGE (%)
Age	less than 20years	36	30.0
	21-30years	42	35.0
	31 and above	42	35.0
	Total	120	100
Sex	Female	54	45
	Male	66	55

	Total	120	100
Profession	Student	60	50
	Civil servant	24	20
	Entrepreneur	36	30
	Total	120	
Educational background	SSCE	24	20
	ND/NCE	30	25
	HND/BSC	48	40
	Others	18	15
	Total	120	100
Marital Status	Single	66	55
	Married	54	45
	Total	120	100
Religion	Christianity	66	55
	Islam	54	45
	Traditional	-	-
	Total	120	100

Sources: Field Survey 2021

The above table revealed that (30%) of the respondents fall below 20 years, (35%) of the respondents fall within 21-30 years, while (35%) of the first rank fall within 31 and above. (54%) of the total respondents are male while (64%) of the respondents are female. The distribution shows that there were more male respondents. (50%) of the total shows the respondents are students, (20%) of total shows respondents are civil servants and (30%) are entrepreneurs. Above result shows (30) of the respondents are SSCE holders, (40%) HND/BSC holders (25%) are

ND/NCE holders and (15%) fall within others.(55%) of the respondents are Christians, (45) are Muslims and (0%) are traditional.(55%) of the respondent are single, (45%) are married and (0%) divorced rate.

Table 2: Tourist Activities Associated with Olumo Rock

Variable	SA	A	U	D	SD	MEAN	RANK
Social event	60.0	27.5	12.5	-	-	3.65	2 nd
Exhibition Gallery	54.2	29.2	5.8	1	-	3.73	1 st
Festival	68.3	20.6	11.7	-	-	3.61	3 rd
Rock Climbing	71.7	17.5	10.8	-	-	3.51	4 th
Ticketing	75.0	15.0	10.0	-	-	3.37	5 th

Source: Field Survey, 2021

The above table shows the tourist activities associated with Olumo Rock, it was revealed that exhibition Gallery has the highest with 3.73 and ranked (1st) in the table followed by Social event with 3.65 which also ranked (2nd), festival with 3.61 which also ranked (3rd), Rock climbing with 3.51 which also ranked (4th) while ticketing well ranked (5th) with 3.37.

Table 3: Positive Impacts of Tourist Activities on Host Community

Variable	SA	A	U	D	SD	MEAN	RANK
Revenue/economic growth	80.0	20.0	-	-	-	3.43	4 th
Infrastructural growth	75.0	15.0	10.0	-	-	3.55	3 rd
Foreigner inflow	56.7	30.0	13.3	-	-	3.80	1 st
Acculturation	65.0	25.0	10.0	-	-	3.75	2 nd
Cultural Education	80.0	20.0	0	-	-	3.43	4 th

Source: Field Survey, 2021

The above table shows the positive impact of tourist activities on host community, it was

revealed that Foreigner inflow and acculturation has the highest mean of 3.80 and 3.75 respectively, followed by infrastructure growth with a mean of 3.55 while Revenue/economic growth and cultural Education are the least with a mean of 3.43 each.

Table 4: Challenges Hindering the Tourist Activities

Variable	SA	A	U	D	SD	MEAN	RANK
Lack of fund	75.0	20.0	5.0	-	-	3.59	4 th
Poor power supply	80.0	20.0	-	-	-	3.58	5 th
Poor Publicity and Awareness	65.8	28.3	5.	-	-	3.60	3 rd
Lack of Children playground	60.0	27.5	12.5	-	-	3.80	1 st
Faulty Elevator	62.5	34.2	3.3	-	-	3.70	2 nd

Source: Field Survey, 2021

The above table shows the challenges hindering the tourist activities in OlumoRock, it was revealed that Lack of Children playgroundhas the highest with a mean of 3.80, followed by faulty elevator with a mean of 3.70 while poor power supply is the least with a mean of 3.58.

DISCUSSION

The research work revealed that majority of the respondents in the study are between the age range of 21-30 years and 30 years and above. The result equally shows that the educational qualification of majority of the respondent in HND/BSC.Majority of the respondents agree that the tourist's activities in Olumorock Abeokuta have impacts on the host community and also there are challenges facing the tourist's activities.The findings from the research shows that the tourist activities associated with Olumorock Abeokuta are social events, visit to the exhibition gallery, festivals, rock climbing and also ticketing.It was also deduced from the research that these tourist's activities have impact on the host community, these impacts are revenue/economic growth, infrastructural growth, foreigner inflow, acculturation, cultural education.The research work also revealed the challenges facing tourist's activities in Olumorock to be lack of funds, poor power supply poor publicity and awareness, lack of children playground, and also faulty elevator.Therefore, the above discussion indicates that there are tourists activities involved with olumo rock Abeokuta, also these activities have impacts on the host community, these activities also have challenges to it and must be rectify as soon as possible for effective positive impacts on the host community.

CONCLUSION

This study clearly revealed that the tourist's activities in Olumorock Abeokuta have impacts on the host community. The staffers, tourist and community agreed that the tourist activities in terms of Revenue/Economical growth, infrastructural growth, foreigner inflow, acculturation, cultural education. Also it was observed that there are challenges to the tourist activities in Olumorock such as lack of fund, poor power supply, poor publicity and awareness, faulty elevator, lack of children's playground. Possible solutions like provision of funds, publicity and awareness, provision of supporting facilities and stable power supply was proffer to the challenges.

RECOMMENDATIONS

Based on the observation of the study, the following recommendations are hereby made for

more effective positive impacts of tourist activities on host community in olumo rock, Abeokuta.

- Government should provide more funds for proper functioning of the tourist activities.
- Professional officers should provide for online publicity and public relation.
- Playground facilities should be provided for children.
- The need for power supply at especially for proper running of the elevator cannot be overlooked; therefore government should provide facilities for stable power supply.
- Noted from the interview from some of the staff, the olumo rock used to function better when it was privatized, privatization might be a good option for its effective impacts.

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