



DIVIDENDS AND BARRIERS TO DEVELOPING COMMUNITY-BASED TOURISM (CBT) FOR ECONOMIC GROWTH AND DEVELOPMENT OF OKE ILA METROPOLIS, OSUN STATE, NIGERIA

¹Chukwu, J. C., ²Elujoba, E. T. ³Aiyegbayo, O. O. and ⁴Ajani, A. A.

^{1 & 2} Leisure and Tourism Management Department

^{3 & 4} Hospitality Management Department

School of Applied Sciences, The Federal Polytechnic Ede, Osun State

Email of Corresponding Author: chukwujohnson95@gmail.com

Abstract: Host community involvement in Tourism growth and development is faced with colossal constraints cum barriers knowing full well that there are enormous benefits accruable from the harmonious relationship between the tourism industry and host community. This paper seeks to examine the dividends and barriers of developing community-based tourism for the economic growth of the Oke Ila community, Ifedayo local government area, Osun State. The study was conducted at Ayikunnugba Waterfall, Oke-Ila, Osun State and questionnaires were used to collect data from residents and tourists at the destination. Thirty copies (130) of questionnaires were administered with a 100% return rate. The data obtained were interpreted and analysed using descriptive statistics, tables, and charts. The result showed that 84.6% of the respondents agreed that tourism is a veritable tool for community development via publicity and enhanced destination image. More so, 88.3% of the respondents agreed that the government had not contributed significantly to the infrastructural development of the host community and 76.2% of the respondents think that residents have not participated in decision making for tourism growth in their community. It was ranked among others that; Lack of publicity (r1), Poor accessibility (r2), and Communication problems (r3) are the significant barriers to the growth of Community Based Tourism (CBT) in rural areas. It was concluded that CBT in this community had not been developed because tourism gains at Oke Ila have been hindered by leadership cum political will. It was suggested that the government create an enabling environment for the private sector to thrive and explore. Rural tourist locations can be packaged and promoted to attract foreign and domestic travellers.

Keywords: Developing, Community-Based, Tourism, Economic, Growth

Introduction

Community-based tourism is a popular means for integrated conservation and development projects. It is one of the best options for the tactical response to the ongoing global challenge of sustainability (Tosun and Timothy, 2003). The possible benefits of CBT will be varied mainly from a socio-cultural, environmental, and economic perspective. However, most of the literature explores the socio-cultural implications of CBT because of its emphasis on local communities (Weaver and Lawton, 2007). One of the goals of CBT development is to create significant employment opportunities for local communities by employing them in various jobs ranging from cleaners, drivers and guides. Furthermore, the results indicated that casual labourers are occasionally hired when the need arises, whether permanent or casual, waged employment or simple, can lift a household's living standard (Ashley, 2000 Sebele 2010). The direct economic effects of CBT result from related tourism establishments directly like restaurants, community lodges and souvenir shops. Indirect income results from tourism's subsequent effects due to direct economic impact. When tourists spend money at a community lodge, the club will spend some of the money on food and beverage supplies and other business services as soon as possible. While the induced economic effects arise due to direct and indirect economic consequences, members of the local economy will receive income, which will stimulate additional economic activity through the multiplier effect. The financial benefit thus passes throughout the tourism system. CBT has made it possible to obtain goods and services from the community receiving local goods and services. Tourists can get housing, food, drink, and other services from small, medium, and micro-businesses and informal sector operators. Furthermore, arts and crafts are obtained from destinations developed in community-based tourism. The Source of locally available goods and services is significant for this community as opportunities are created for small

scale, informal sector operators, who otherwise would not have access to the mainstream tourism industry, which is primarily foreign-dominated (Sebele, 2010).

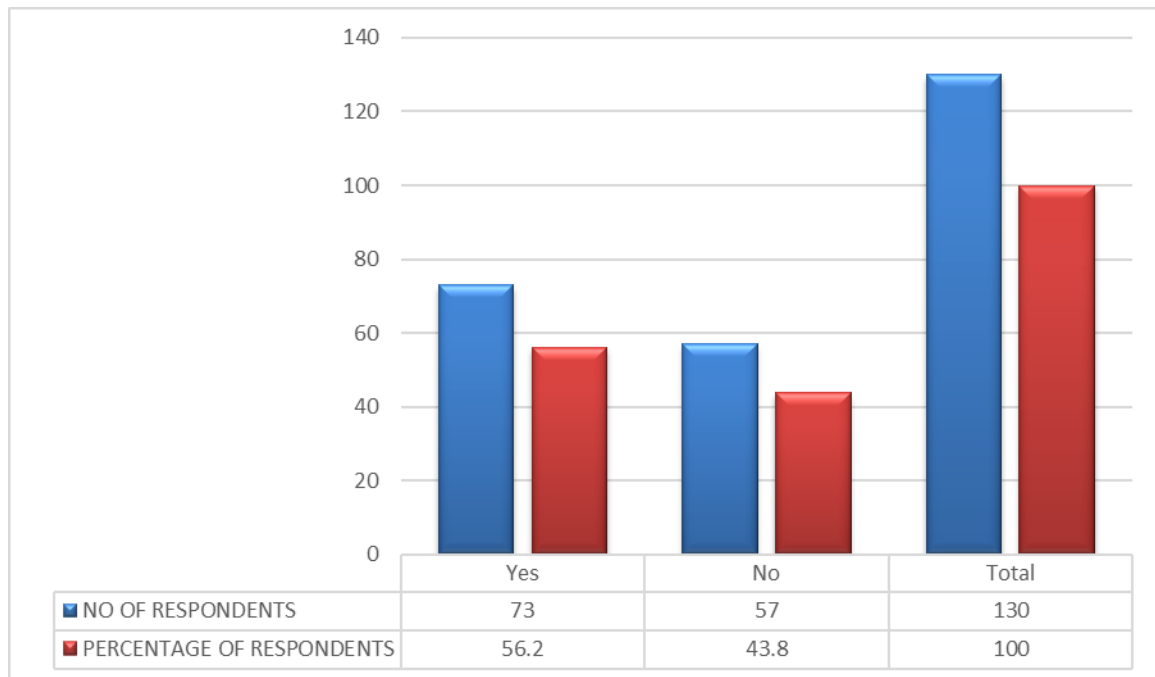
From an Environmental Perspective, Community based tourism has been famous as a means of supporting biodiversity conservation. Community-based tourism has been popular to support biodiversity conservation, particularly in developing countries (Kiss, 2004). Community-based tourism improves social sustainability by allowing local communities to manage their resources, provide meaningful jobs, and help with capacity building and cultural preservation. Environmental benefits include money production for communities who actively safeguard their land from degradation and the potential to improve conservation efforts to attract tourists, particularly in the case of eco-tourism ventures. (Asker et al., 2010).

Literature Review

This paper focuses on Ayikunnugba Waterfall at Oke-Ila Orangun (often abbreviated as Oke-Ila) in the Ifedayo Local Government Area of Osun State. Okè-Ìlá Oràngun is a mountain located at 7.955°N 4.986°E, at an elevation of 568 m (1,863 ft), on the eastern sides of the Oke-Ila Ridge, which is part of the Yoruba Hills. Okè-Ìlá Oràngun is located about 190 kilometres (120 miles) west of Lokoja, where the rivers Niger and Benue meet, and 45 kilometres (28 miles) northeast of Osogbo, the capital of Osun State. It is located around 160 kilometres (100 miles) southeast of Oyo (Oyo-Ile or Old Oyo) and 65 kilometres (40 miles) northeast of Ile-Ife.

Òkè-Ìlá Òràngún is known for the daring and spectacular Ayikunnugba Waterfalls, which are located in a cliffed gorge, as well as the caves that contain "mythical" underground pathways. The Waterfall is located southwest of the town, along with the north-trending ridge-and-gorge series of the Oke-Ila Ridge complex.

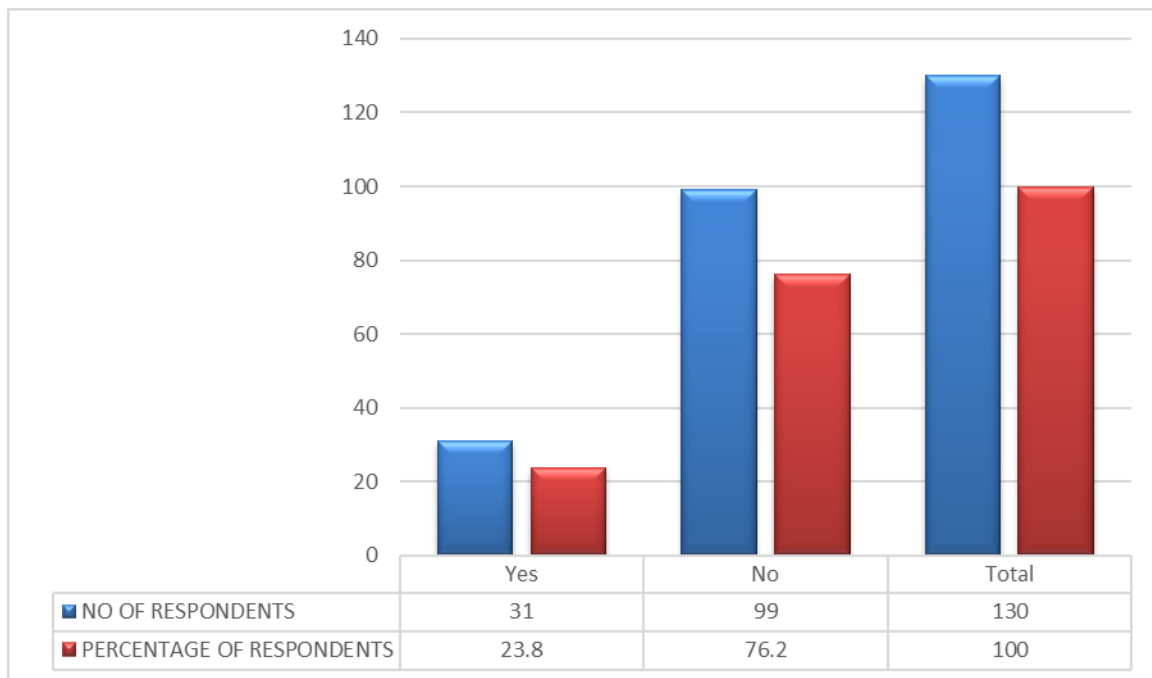
Figure 1: Noticeable changes in the community due to Tourist Visit



Source: Authors' Field Survey, 2021

From the figure above, 56.2% of the respondents believed that positive changes were caused by tourists' visits, while 43.8% think tourists' visits do not generate a positive difference in their community. It may be inferred that tourist visits to these areas have a favourable impact.

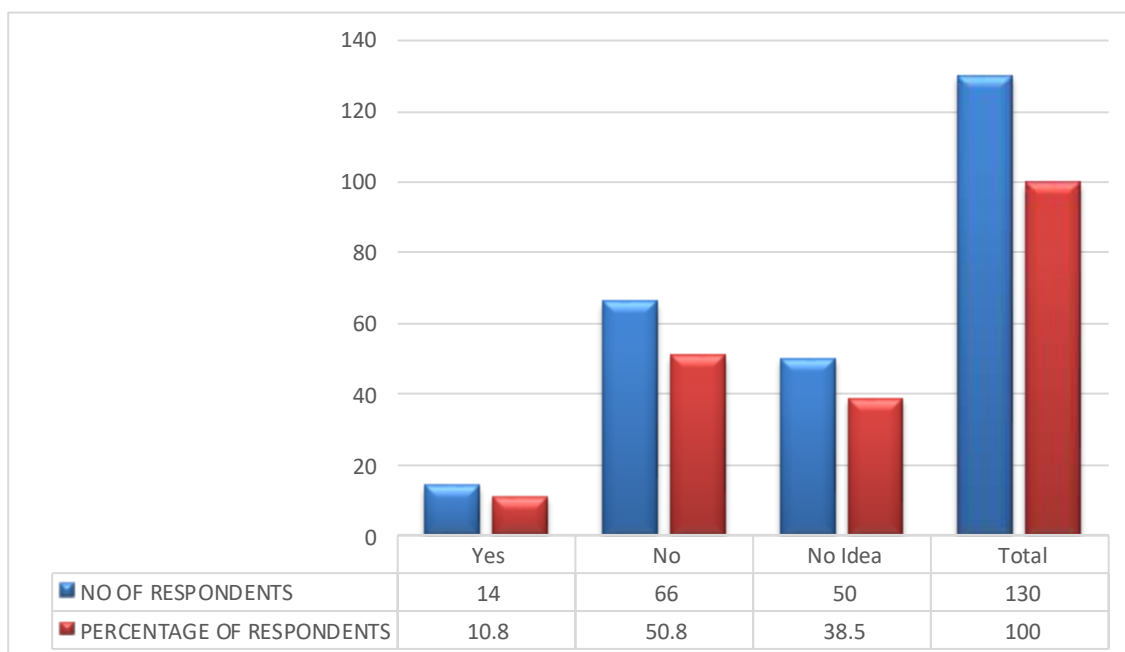
Figure 2: Participation in Decision-Making regarding Tourism



Source: Authors' Field Survey, 2021

From the figure above, 23.8% of the respondents have participated in decision making regarding tourism, while 76.2% have never participated in decision making regarding tourism. From the preceding, it can be determined that most respondents have not participated in tourist decision-making.

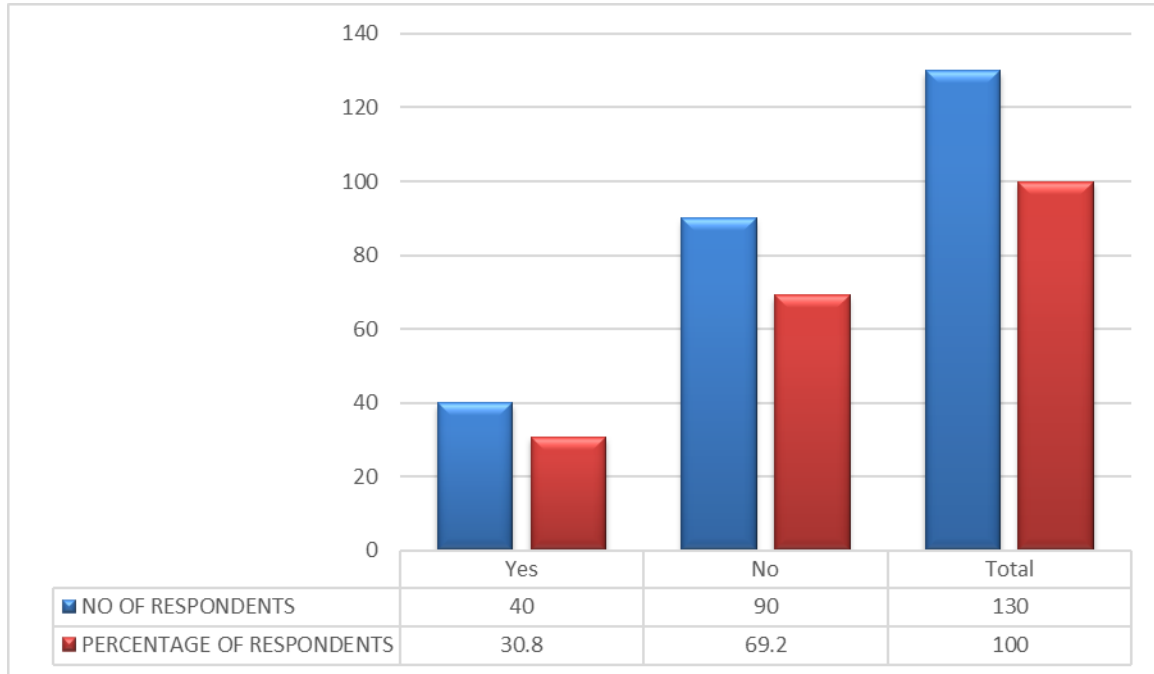
Figure 3: Opportunity to participate in the Tourism program in this Community



Source: Authors' Field Survey, 2021

From the figure above, 10.8% of the respondents said everybody had equal opportunity to participate in tourism programs in their community, 38.5% had no idea. In comparison, 50.8% do not believe that everybody has an equal opportunity to participate in tourism programs in their community. The majority of respondents believed that not everyone in their community has the opportunity to participate in tourist activities, as seen above.

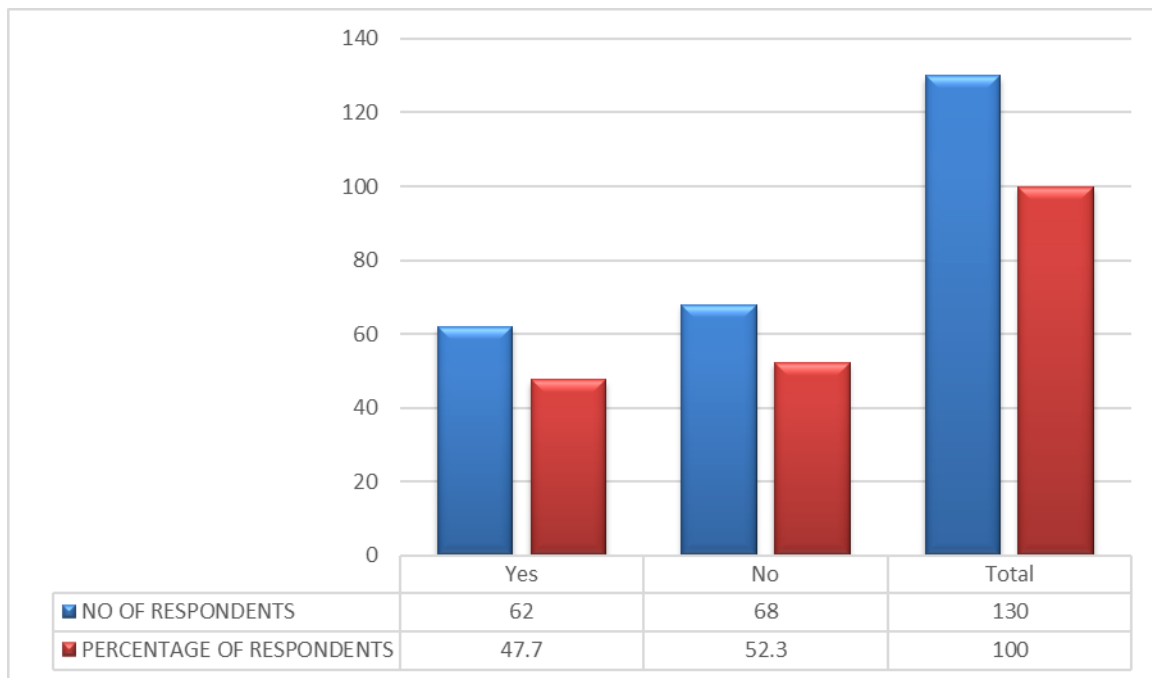
Figure 4: Sufficient facility to make the Tourists feel Comfortable



Source: Authors' Field Survey, 2021

From the figure above, 30.8% of the respondents believed there are sufficient facilities to make tourists feel comfortable. In comparison, 69.2% opined that there are insufficient facilities to make tourists feel comfortable. From the indication, it can be deduced that most respondents felt there are insufficient amenities to make tourists feel at ease at the place.

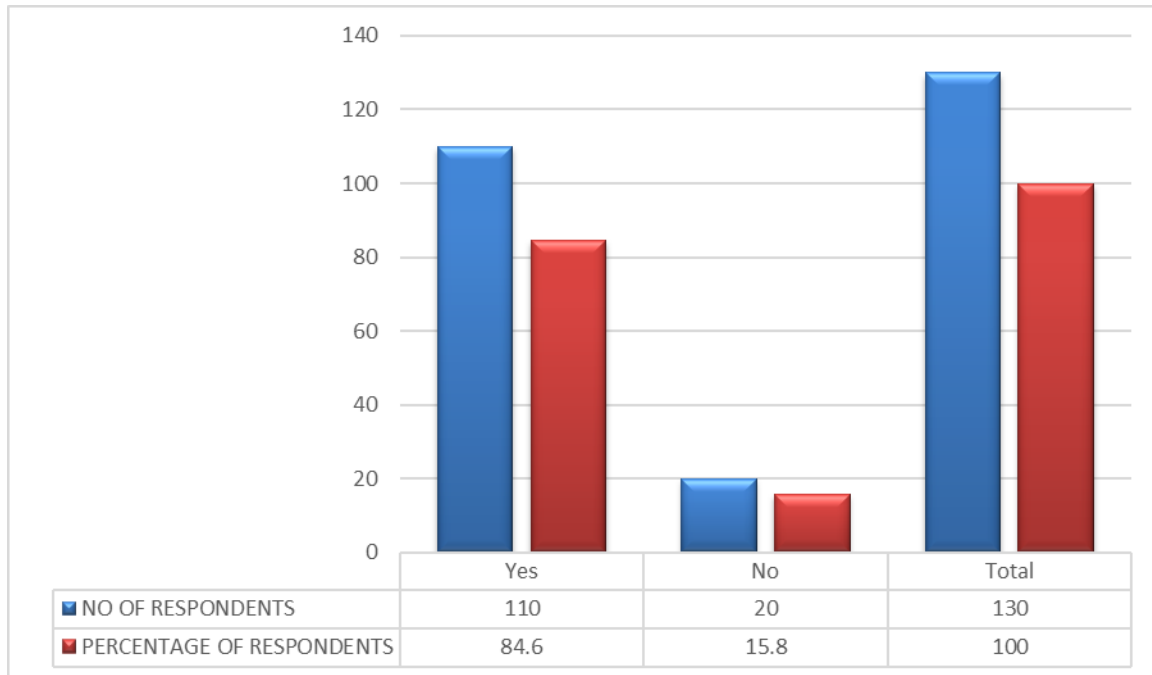
Figure 5: Contributions of Government to Infrastructural Development



Source: Authors' Field Survey, 2021

From the figure above, 47.7% of the respondents believed that the government had contributed significantly to infrastructural development. In comparison, 52.3% agreed that the government had not contributed considerably to the infrastructural development of the community. The above indicates that the government has not significantly contributed to the community's infrastructure development.

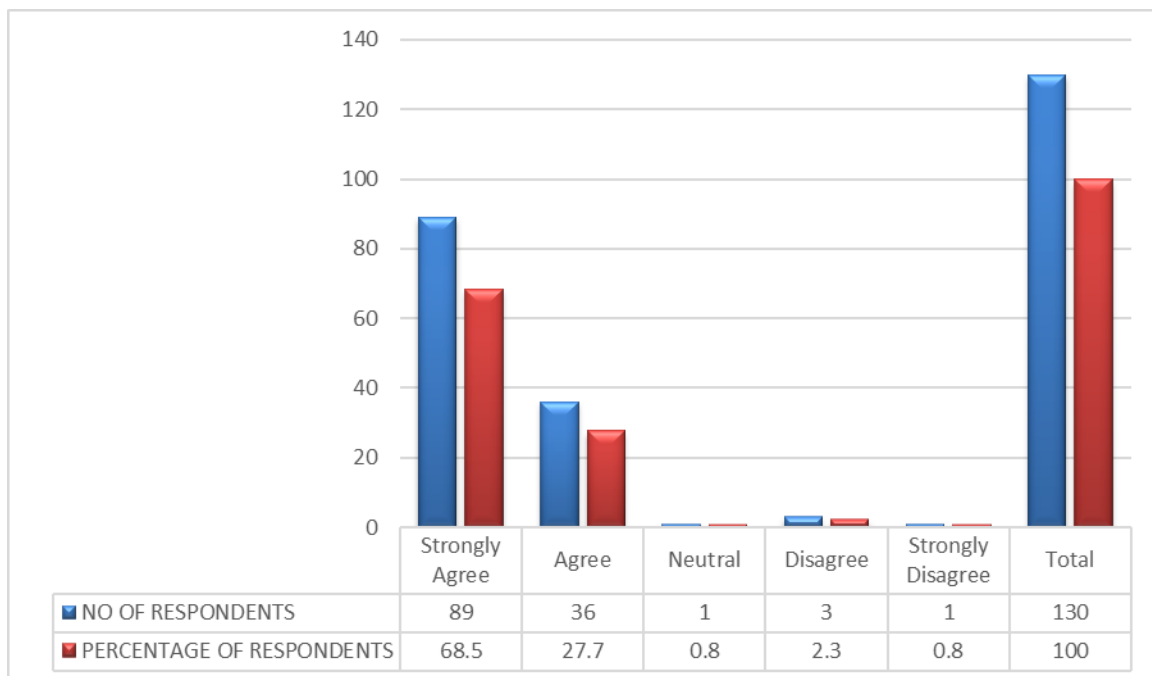
Figure 6: Promotion of the destination through Publicity and Tourist Activities



Source: Authors' Field Survey, 2021

From the figure above, 84.6% of the respondents believed that the destination's image could be promoted through publicity. In comparison, 15.8% opined that the destination's vision could not be facilitated through adverts preceding the preceding; it can be determined that most respondents believe that publicity and tourism activities can help boost the destination's image.

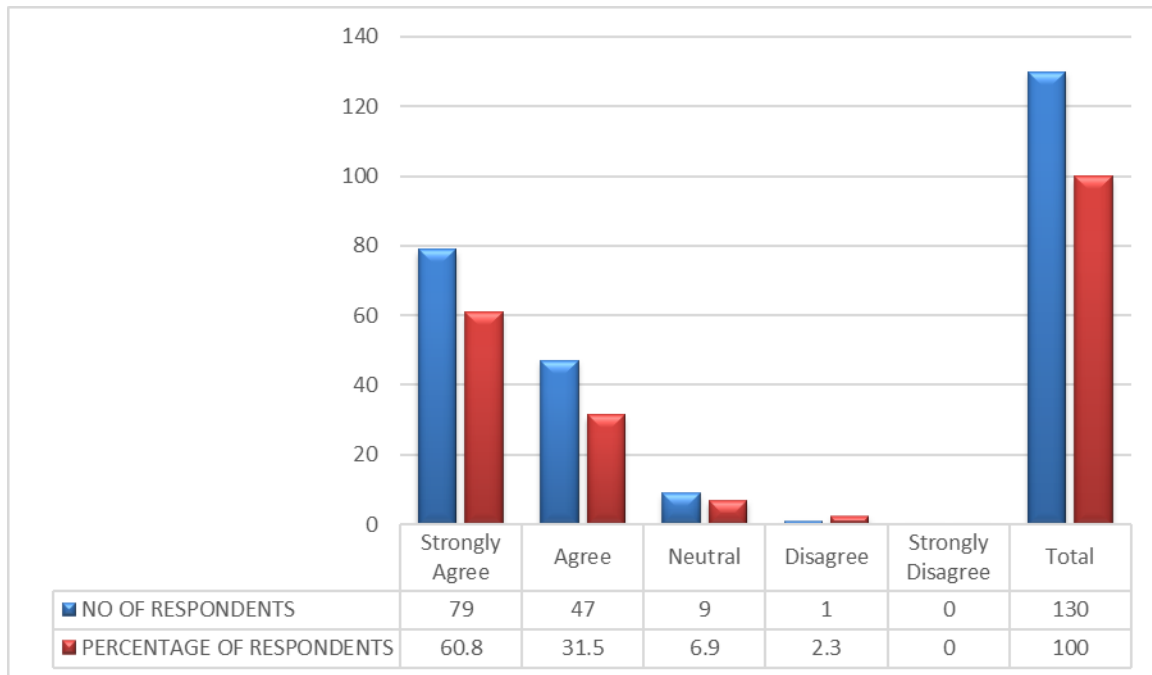
Figure 7: Is Tourism good for the Community



Source: Authors' Field Survey, 2021

From the figure above, 68.5% of the respondents strongly agreed that tourism is suitable for their community, 27.7% agreed, 0.8% were neutral, 2.3% disagreed, and 0.8% strongly disagreed that tourism is ideal for their community. Tourism is beneficial to the host community, as may be deduced from the preceding.

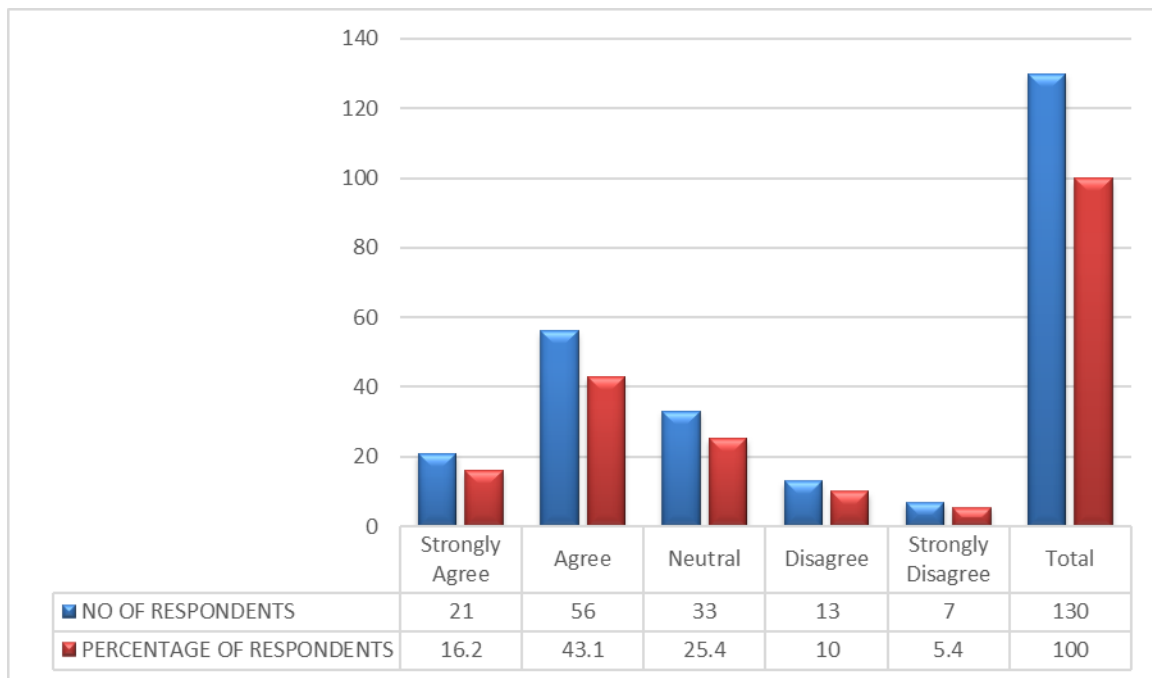
Figure 8: Tourism creates jobs for Residents



Source: Authors' Field Survey, 2021

From the figure above, 60.8% of the respondents strongly agreed that tourism creates employment opportunities, 31.5% agreed, 6.9% were neutral, 2.3% disagreed, and 0% strongly disagreed that tourism creates employment opportunities for residents. Tourism offers job opportunities in the host community, as seen above.

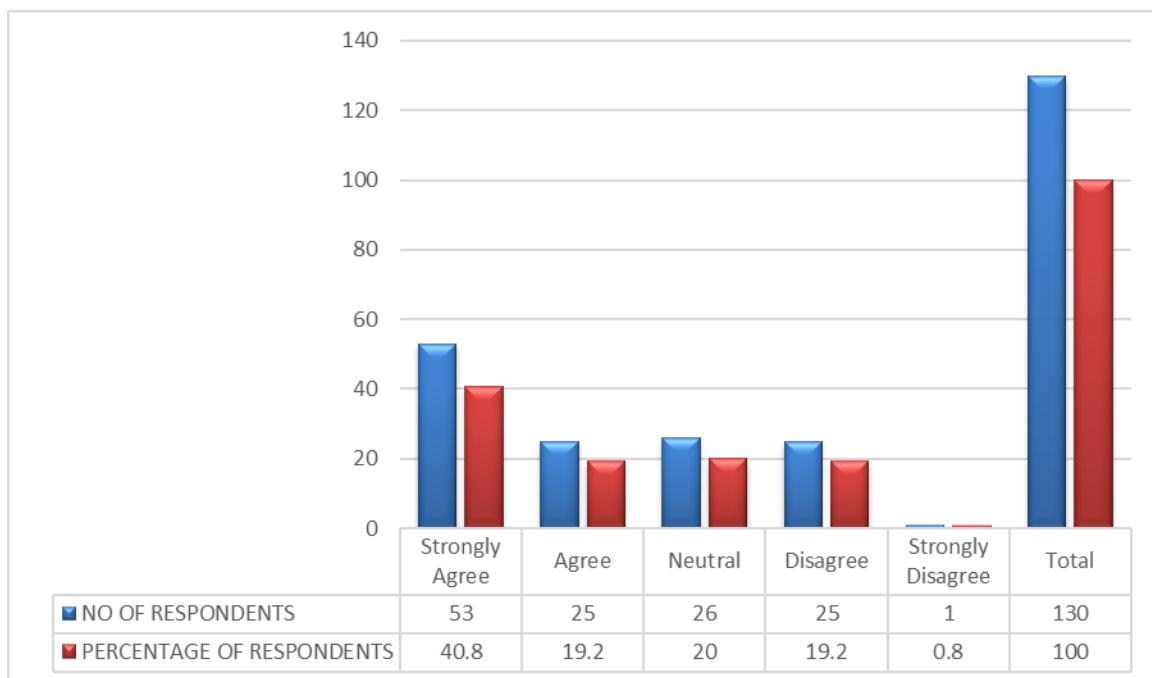
Figure 9: Tourism stimulates local culture and crafts



Source: Authors' Field Survey, 2021

From the figure above, 16.2% of the respondents strongly agreed that tourism stimulates local culture and crafts, 43.1% agreed, 25.4% were neutral, 10% disagreed. In comparison, 5.4% strongly disagreed that tourism boosts local culture and skills in the host community. It can be deduced that tourism helps stimulate local culture and crafts in the host community.

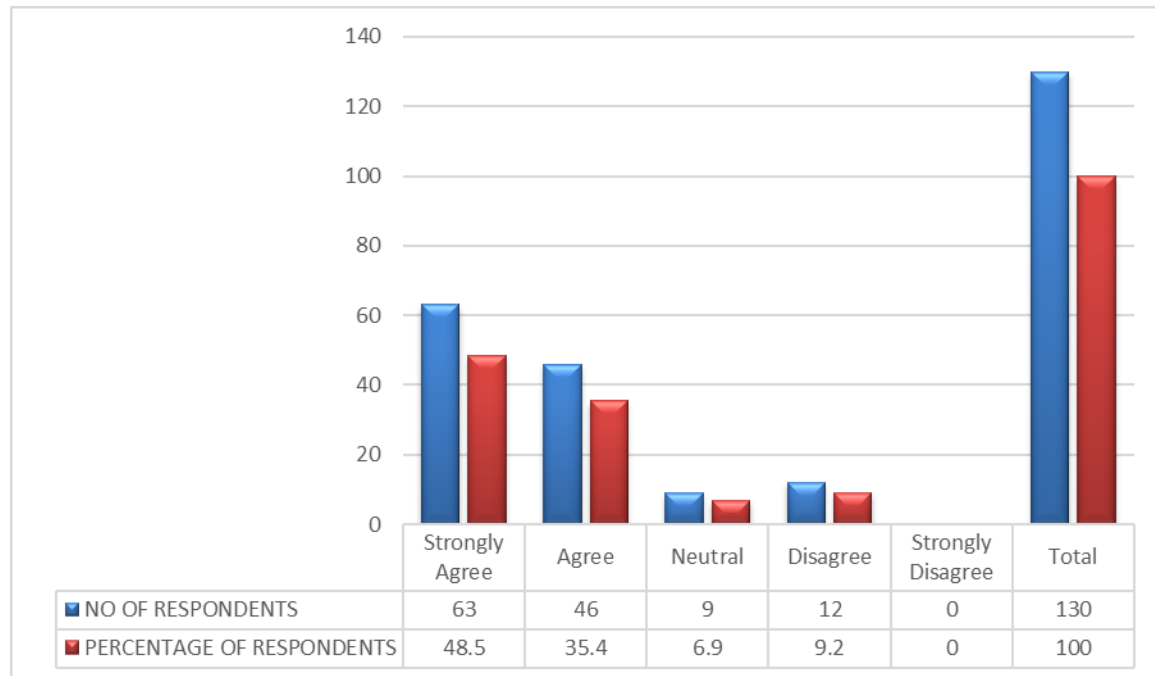
Figure 10: Money spent by tourists remains in the Host Community



Source: Authors' Field Survey, 2021

From the figure above, 40.8% of the respondents strongly agreed that tourists' expenditure remains in their community, 19.2% agreed, 20% were neutral, 19.2% disagreed, while 0.8% strongly disagreed that tourists' expenditure remains in their community. It can be deduced that tourists' expenditure remains in the host community.

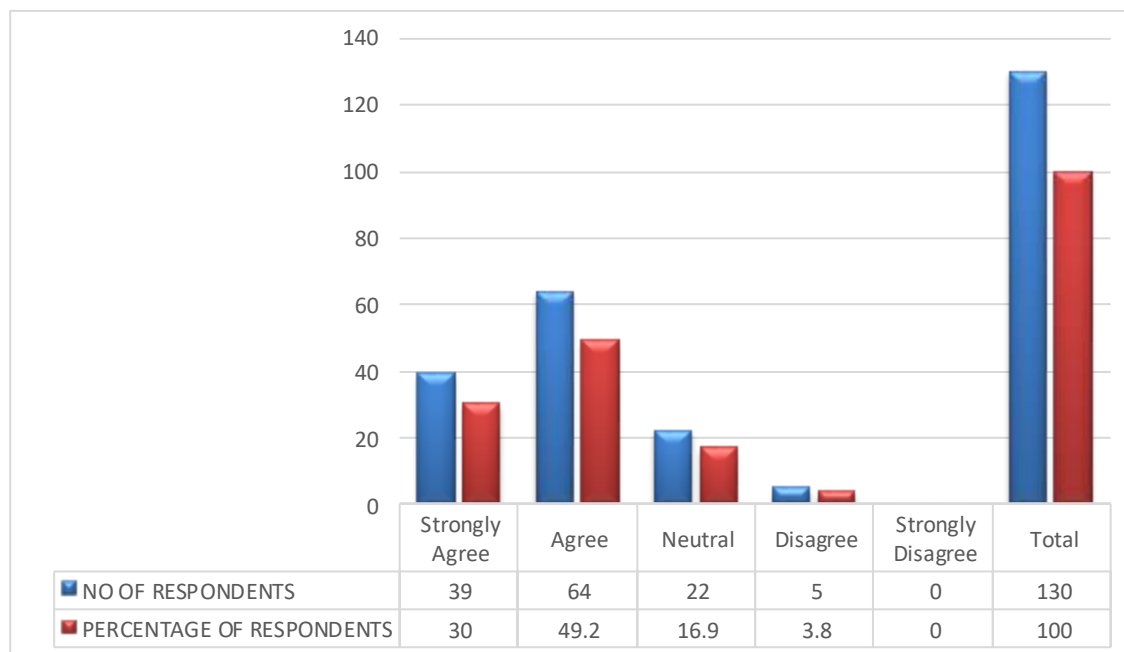
Figure 11: Tourists are welcome by the Residents of the Community



Source: Author's Field Survey, 2021

From the figure above, 48.5% of the respondents strongly agreed that residents welcome tourists, 35.4% agreed, 6.9% were neutral, 9.2% disagreed, and 0% strongly disagreed that residents welcome tourists. Tourists are welcomed by the people of the host community, as seen in the preceding.

Figure 12: Tourists are friendly to residents in the host community



Source: Authors' Field Survey, 2021

From the figure above, 30% of the respondents strongly agreed that tourists were friendly to residents, 49.2% agreed, 16.9% were neutral, 3.8% disagreed, and 0% strongly disagreed that tourists were close to residents. Tourists are amicable to the local people of the host community, as can be deduced from the preceding.

The rank of the Barriers to Tourism Growth

Table 1:

S/N	Variables	5	4	3	2	1	MEAN	Ranking
1	Poor Transportation	49	28	17	18	18	3.55	2 nd
2	Lack of publicity	55	45	15	12	3	4.05	1 st
3	Communications with partners	31	33	26	30	10	3.35	3 rd
4	Remote location	22	26	27	48	7	3.06	6 th
5	Not enough market	28	28	33	20	21	3.17	5 th
6	Divisions in the community	19	37	45	22	7	3.30	4 th

Source: Authors' Field Survey, 2021

The table above shows that; Lack of Publicity is the first and significant barrier to tourism growth and development in the host community, Poor transportation is the second barrier and Communication with partners (e.g. private sectors, investors) is the thirdly ranked barrier to tourism growth in the host community, Division in the community is ranked fourth, not enough market is ranked fifth and remote location is ranked sixth amongst the significant barriers to tourism growth and development in the host community.

Discussion of Findings

After going through the work of many writers and authors on Community Based Tourism, collecting and analysing the relevant information which was collected through interviews and distribution of questionnaires, the research arrived at the following findings:

76.2% of the respondents have never participated in any tourism decision-making. This is in line with Sharon's (2012) opinion that the community does not have equitable access to participation in tourism development and the benefits of tourism.

69.2% of the respondents believed there is no sufficient facility to make tourists feel comfortable. This is in tandem with Graci (2013), who said lack of proper infrastructure in the rural community is a barrier to tourism growth and Gebeyaw (2011), who observed that a common problem in CBT development is the lack of infrastructure development in the development areas, such as roads, airports and widespread electricity can change not only the number and type of tourists but also the flows of money from tourism.

68.5% of the respondents believe that tourism is suitable for their community, and 60.8% believe tourism creates jobs for residents. This aligns with Kiss's (2004) view that CBT has been popular to support biodiversity conservation, particularly in developing countries and link livelihoods with preserving biodiversity whilst reducing rural poverty and achieving those objectives sustainably.

50.8% of the respondents opined that not everybody had equal possibilities to participate in the tourism program in their community. This aligns with Chenoweth (2001), who said that the tourism industry resists community participation in decision-making. Public involvement is often reduced as they perceive it will increase costs and decrease profits.

68.5% of the respondents strongly agreed that tourism is good for community development. This concurs with Timothy (2002), who observed that they can be empowered if locals participate in tourism ventures. Their needs and aspirations can be met sustainably, ensuring that their social, cultural, economic and ecological conditions are met.

88.3% of the respondents believe that the government has not contributed significantly to the infrastructural development of the community. This is in tandem with Cooper (2004), who opined that the "lack of government's intervention to properly manage the tourism business through the provision of resources and facilities hinders the success of community-based tourism".

Conclusion

Community-based tourism (CBT) is tourism that involves the participation of local people. Increase their involvement and participation in tourism management and development, positively impacting their communities' social, economic, and environmental circumstances and well-being. This type of tourism can be supplemented with nature-based tourism, allowing populations in these places to gain economically and socially while simultaneously preserving the environment.

Tourism in these communities has not been formalized so far. Despite no formalisation of tourism in the area, tourists have been visiting the site for many years for different purposes like; research, religious, nature walks, and archaeological studies. The ongoing visitations have, as such, played a lesser role in the economy of the community. Only the people who closely contact the visitors, like the tour guides, have benefited from tourism.

Despite the community admitting that they have been ready for tourism for a while now, tourism plans for the region have been thwarted by leadership at the helm of government not having a vision for tourism development and other several barriers at the government level, including a political will. The obstacles that face the communities are inadequate resources for the community, insufficient marketing and a lack of infrastructure and superstructure.

Conclusively, it was discovered that the host community are not involved in tourism planning in these areas, thereby revealing that the tourism growth in the destination is stunted. A Potential tourist site owned, controlled and managed by the government without the involvement of the local communities to enhance its development and growth.

Recommendations

This paper recommends as follows:

1. Tourism stakeholders and community leaders should carefully examine best practices for community involvement in decision making, enhancing the development of the tourism industry.
2. The government should provide adequate finance for developing tourist destinations to perform their duties efficiently and effectively.
3. Government should focus on the development and rehabilitation of the tourist attractions and their environment to boost the influx of international and domestic tourists and, as such, increase the revenue generated
4. Government should encourage the private sector to invest in developing tourist attractions across the State.
5. Government should allow the host community to participate in the planning, management and control of the tourist site in the State

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