

PATRONAGE OF TOURISM SITES IN OSUN STATE, NIGERIA.

BY

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DEDICATION

This research work is dedicated to my late parents, Chief Amusat Opeyemi Adeyemi and Madam Sifawu Amusat. May Almighty Allah forgive them (Amen).

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DECLARATION

I hereby declare that this is my original work done under appropriate supervision and that it has not been presented in part or whole for examination or award for another degree.

Amusat, Tijani Aderemi

Date

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ABSTRACTS

The study identified and categorized tourism sites; assessed the socio-economic characteristics of patrons; examined the level and spatial pattern of patronage and identified factors responsible for level and spatial pattern of patronage. This was with a view to determining the factors that influenced the level of patronage of tourism sites in Osun State, Nigeria.

Primary data were obtained through questionnaire administration in the study area. The 61 identified tourism sites were categorized into three of 39 cultural or historical, 11 park or eco-tourism and 11 landform or adventure tourism. Twenty five percent from each category were randomly selected for survey. One out of every ten patrons visiting the sites was selected for survey using Quota sampling technique for a period of one week (Sunday to Saturday). Three hundred and ninety-seven questionnaire were retrieved from the 455 administered on the patrons. Information obtained from patrons included socio-economic characteristics, frequency of patronage, cost of patronage, distance of patrons origin from the sites, factors influencing patronage and level of accessibility among others. Data collected were analyzed using both descriptive (tables, cross tabulation and percentages) and inferential statistics (spearman correlation chi-square and one way analysis of variance).

The study established that historical sites in Osun State accounted for 63.9% of all identified tourism sites. Similarly, the park and land form sites accounted for 18.0%. The findings' on gender revealed that the male patron was 58.2%, while the female was 41.8%. The study further showed that 60.7% of the patrons had the post-secondary education and 9.3% had no formal education. Of the patrons, 43.1% were students while civil servants represented

18.1%. The pattern of patronage of tourism sites indicated that 22.7% of the weekly patrons was recorded on Saturdays while 8.6% of the patrons visited the sites on Mondays. Findings also revealed that the Osun grove and Oke Maria respectively attracted 12.3% and 8.6% of all patrons of tourism sites in Osun State. The proportion of patrons that visited Wenger's gallery (3.8%) and Ogiyan shrine (3.5%) were least. The study established that locational attributes of the sites accounted for 17.9% of the factors for the level of patronage, while distance to patrons, environmental condition of the sites, income and accessibility accounted for 16.7%, 11.9%, 10.7% and 6.8% respectively.

The study concluded that there were variations on the level of patronage of tourism sites in Osun State explained by locational attributes of the sites, distance, income, environmental condition of the sites and accessibility.

CHAPTER ONE

1.1 INTRODUCTION

Nigeria is fortunate to be one of the world's tourism endowed countries having a broad diversity of 4,614 plants (flora) and 274 animal (fauna) species (Chokor, 1993). The country is also endowed with numerous landscapes and landforms such as mountain ranges, beaches, rivers, waterfalls, rich cultures and abundant monuments. Others include museums, festivals of great historical antecedents, parks, hotels and natural resorts, which are the bedrock of the tourism industry (Omisore, 2001; Awaritefe, 2004).

Tourism is one of the ways of appreciating and harnessing the work of nature, the nearest surviving apparatus to developing and underdeveloped World. Tourism involves the interaction of individual and groups within and across international boundaries. According to Ufot (1991) tourism is a medium of social, economic, educational, political and cultural interaction throughout the World.

Tourism was reported to have contributed the largest foreign exchange for 46 out of 49 developed countries (Lickorish and Jenkins 1997), and that the annual growths of tourist arrivals to these countries over a decade have been above world average (World Tourism Organization, 2002). Buttressing the above statements, Akpet (2002) identified tourism as the fastest growing sector of the global economy today and that the World Tourism Organization (W.T.O) has made a forecast that about 1.6 billion people would be traveling to various destinations by the year 2020, with a forecast of average annual growth rate of 40% (W.T.O, 2002).

The importance of tourism has been on the increase and tourism enjoys improved attention by the government, and public and private organizations. and the academia (Omisore, 2007). According to W.T.O (2001), 698 million people traveled to foreign countries in 2000 and that international tourist arrivals in 2006 were 846 million (Nulge Bulletin, June/July 2008). These tourists spend more than US \$478 billion with international receipts combined in passengers transport currently make a total of more than US \$575 billion (WTO, 2002).

Apart from being an economic catalyst, tourism constitutes a source of employment for the people. It creates about 225 million jobs yearly and about US\$3.5 trillion in gross output (World Travel and Tourism Council, 1996; Chijioko, 2001;). Coupled with this fact is the new opportunity to boast foreign exchange, promoting relief from daily routine, and provoking leisure, rest and relaxation as well as education (Omisore, 1998). Furthermore, it encourages exchange of new ideas through personal contact, and largely eliminates misconception about the host country through sheer ignorance (Olajuyin, 1990;). Among religious groups, it promotes opportunity for pilgrimage, spiritual search and brotherhood Omisore, E.O, Olayiwola,L.M, and Adeleye, A.O (2008).

Many countries having recognized the economic and social benefits accruable from the development of tourism, have developed and established programs to promote this sector. In Africa, according to Olajuyin (1990), only countries like Kenya, Egypt, Tunisia, South Africa and Tanzania could be said to have developed their tourism sector to an appreciable height or standard to attract significant proportion of the tourists trade. For instance, Kenya, in the first three months of 2011, rose from 272,424 to 313,691 tourists in the same period a year earlier (Najib,2011). In addition, tourism earned East Africa's biggest economy a record 74 billion shillings in 2010, making it one of the country's leading sources of foreign exchange

(Najib,2011). Nigeria, particularly among other African countries, had partially developed her numerous potentials in spite of economic benefits that could accrue from their development.

From the foregoing, it could be understood that Nigeria, with its numerous tourism attractions, has shown little concern to develop these tourism potentials fully. The development of this sector could have helped to diversify the National economy and supplement the reducing and unstable earnings from oil sales.

Osun state, which is the focus of this study, has a number of tourist's attraction potentials, which have suffered neglect over the years by various governments, as well as the general public. The reason for this neglect may be due to rapid pace of modernization, inadequacy or complete absence of infrastructural facilities, poor accessibility, poor sanitary condition, lack of regular maintenance and their relative non-monumental physical structures (Omisore, 1998) There might be other reasons for the level of patronage of the sites. This study will unravel these reasons.

Again, most of the sites have poor accessibility due to the condition of the roads. Basic infrastructural facilities, which could have drawn and attracted patrons are lacking in most of the sites. It is worthy of note that with unlimited natural endowment, there are a good number of sites that have been abandoned and

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