

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Tourism is one of the largest and fastest growing industries in the world. In both developed and developing countries, tourism is frequently supposed to be a viable means of raising the economic activity of regions. Additionally, the development of a tourism industry has been noted to promote the destination's image, enabling the region to achieve other objectives, such as business recruitment and retention.

According to the World Travel and Tourism Council, tourism generates 12% of the global gross national product and it employs around 200 million people worldwide. Tourist arrivals are estimated to reach 1 billion by 2010 and 1.6 billion by 2020 worldwide.

Declining economic activity, restructuring of the agricultural sector, dwindling rural industrialisation and out-migration of higher educated youth, has led to the adoption, in many western nations, of tourism as an alternative development strategy for the economic and social regeneration of rural areas (Pompl & Lavery,1993; Williams & Shaw, 1991; Hannigan, 1994a; Dernoï,1991; Wickens, 1999).

Top tourism destinations, particularly in developing countries, include national parks, wilderness areas, mountains, lakes, and cultural sites, most of which are generally rural. Thus tourism is already an important feature of the rural economy in these specific sites. It is self-evident that tourism will never come to dominate all rural areas, particularly in the developing world are vast

swathes of rural areas for which tourism is not relevant for the foreseeable future. Between these two extremes are poor rural areas with some tourism potential, and an urgent need to develop whatever economic potential they have.

As many as 75% of the world's poor live in the rural areas and more than one-third of rural areas are in arid and semiarid regions (Chaudhry and Gupta, 2010). It is in the context that rural tourism is identified as a tool for rural revitalization and economic diversification. An important question is whether more can be done to develop tourism within such rural areas, as a way of dispersing the benefits of tourism and increasing its poverty impact (Holland, et al., 2003). The aim of promoting tourism is to increase the net benefits to rural people, and increase their participation in managing the tourism product. It can also be to serve as a source of foreign exchange to the country thereby increasing its revenue base. If more tourism can be developed in rural areas, particularly in ways that involve high local participation in decisions and enterprises, then poverty impacts are likely to be enhanced. The nature of rural tourism products, often involving small-scale operations and culturally-based or farm-based products can be conducive to wide participation.

In less developed countries of sub-Saharan Africa, afflicted by debilitating rural poverty, tourism is perceived to be one of the few feasible options for development. Compelled by the pressures of restructuring, and driven by demands for economic growth and job creation, governments in developing countries however frequently fall prey to the dangers of random, ad hoc development, without due regard to the economic and cultural well-being of rural communities, the conservation of the environment or the inclusion of local residents in decision-making (Britton, 1991; Drake, 1991; Evans & Ibery, 1989; Getz, 1983; Long, Perdue, & Allen, 1990; Marsden, 1992; Prentice, 1993).

Nigeria's tourism landscape is extremely rich and beautiful for global tourist attraction; the weather, climate, vegetation, quality airspace, sunshine, beautiful scenery, the rock, falls, captivating beaches, historical relics, rich cultural diversity, friendly peoples and wildlife are Nigeria's tourism assets. This makes Nigeria a leading tourism paradise in Africa. The World Trade Organization (WTO, 2014) noted that tourism and hospitality industry is one of Africa's greatest but most under invested assets, with market worth \$50billion, but has \$203.7 billion of untapped potential which represents four times its current level. The Organization's forecast for international tourist arrivals to Africa indicates that "there will be 77.3 million visitors in 2020. This represents an annual growth rate of 5.5% over the decade, which is above the global growth rate of 4.1%. Elsewhere it is estimated that Africa, together with Asia will contribute more than half of the projected growth in international visitation with 30% of that growth expected around the world, (Bichaka et al. 2007).

In Nigeria, the downstream economic impacts from the exports revenues of international tourists' spending are estimated to generate additional annual gross revenue of \$224m (N29b). Furthermore, the market share of emerging economies is not left out in this boom, increasing from 30% in 1980 to 47% in 2015, and is expected to reach 57% by 2030, equivalent to over 1billion international tourist arrivals (UN,WTO's Long Term Forecast Tourism Towards 2030).

The above portends an alternative to oil dependent economy which may serve as one of the viable ways against global economic uncertainty with the volatility of oil price. The economy is characterised with monolithism, high level of abject poverty, unemployment and low productivity. According to Suberu et al (2015) Nigeria needs to break loose from the problems inherent in a mono-economy, especially one largely dominated by oil, which is subject to depletion, international price shocks and unfavourable quota arrangement, thus the need for diversification.

Ajadi (2012) believed today Nigeria is experiencing rapid economic and population growth, which resulted in a series of mixed effects on its economy, social, and natural environment. Despite the numerous efforts engaged in, towards the improvement of the Nigerians living conditions, it is recognized that the country has several pressing issues to resolve, particularly in areas such as income inequality, unemployment, insecurity and crime and other societal challenges, hence Ajadi (2012) opined that tourism can play a vital role in the socio-economic development and promotion for Nigeria as one of the fastest growing economy in the world today. As a result, rural tourism can be employed as a viable tool for achieving optimum employment generation, steady rural - urban integration, revenue for the government and cultural exchange for internal and external understanding.

With relation to these arguments, it can be hypothesized that rural tourism could be promoted as a means of diversifying the Nigerian economy.

1.2 STATEMENT OF THE PROBLEM

In Nigeria's rural communities, the rural population is large, poor, resilient and hardworking. An individual is a farmer, a hunter, and a trader depending on the season and economic situation he finds himself. His livelihood strategies can negatively impact on the ecosystem and tourism resources due to absolute poverty. There are also many beautiful types of scenery in the rural areas that cannot be brought to the cities, but are lying wasted and untapped.

The rural tourist centres are faced with the problems of maintenance as well as patronage of the foreigners due to inadequate awareness about the beautiful scenes of the rural tourist centres and the relaxation and satisfaction the tourists can derive from spending their leisure hours or holidays

there. A tour of Owu falls in Owa Kajola in Ifelodun Local Government Area of Kwara state however depicts a counter scenario. The inhabitants live in abject poverty, while the potentials of the Owu fall as a tourist centre remains untapped.

Although, the place of Owu fall in the Nigerian history and the global map may not be hidden yet, its impact cannot be said to be felt either by the residents in their area or the state in terms of its expected economic contributions. The global question that comes to mind is: why is the situation so? And in its present form, could this centre actually serve as a source of economic development that could be depended on?

1.3 RESEARCH QUESTIONS

- i. What are the potentials of Owu falls which the community and the country at large stand to gain?
- ii. What are the factors actually responsible for the present position of Owu fall in Kwara state?
- iii. What are the problems faced by the people of Owu in their daily economic activities?

1.4 OBJECTIVES OF THE STUDY

The global objective of this study is to properly investigate the productive and income potentials of rural tourism centres in Nigeria, in their quest to serve as a way of diversifying the Nigerian economy.

The specific objectives of this study are:

- i. identify the potentials of Owu falls which the community and the country at large stand to gain;
- ii. examine the factors responsible for the present position of Owu fall in Kwara state;
and
- iii. examine the problems faced by the people of Owu in their daily economic activities;
and

1.5 SCOPE OF THE STUDY

The scope of this study covers the areas covered by the research topic. This area included the Owu falls itself. This fall is located in Owa Kajola at Ifeodun local government area of Kwara state. The study also included the economic activities of the citizens of Owu and the challenges they face in their day to day activities. The study also focused on the infrastructural facilities (road network, water sources, communication system, etc) of the town which Owu falls is being located as well as the poverty and income level, starting from the beginning of the community to where Owu falls is being located.

1.6 RESEARCH HYPOTHESIS

Research hypothesis is a statement of the relationship among variables. The formulation of hypothesis helps the researcher in streamlining of the research questions and also guide the researcher in his/her quest for answers to the problem being investigated.

The research hypothesis for this study is as follows:

H₀: Rural tourism cannot be promoted as a way of diversifying the Nigerian economy.

H₁: Rural tourism can be promoted as a way of diversifying the Nigerian economy.

1.7 SIGNIFICANCE OF THE STUDY

This study contributes to the literature on the diversification of the Nigerian economy through rural tourism development by analysing the prospects and challenges faced by the communities in which the rural tourist centre is based, taking into account a case study of Owu falls in Ifelodun local government area in Kwara state. In particular, the study assesses the factors that can lead to the development of rural tourism by making use of an explorative method of analysis including focus group discussion as well as observation of the area of study. To my knowledge, this will indeed be one of the few studies that rigorously examine the drivers and factors that can lead to development of rural tourism in Nigeria, which will therefore serve as a pathway to economic diversification in Nigeria. The findings from my analysis are potentially important in providing decision makers in Nigeria with guidance on complementary policies that are needed to maximize the benefits from tourism, which can contribute to the diversification of the Nigerian economy.

1.8 ORGANISATION OF THE STUDY

The rest of the paper is structured into four chapters. Chapter two reviewed the related literature, chapter three contained the research methodology, chapter four contained the data analysis, interpretation and discussion of the results while chapter five has the conclusions and recommendations.

CHAPTER TWO

REVIEW OF LITERATURE

2.0 INTRODUCTION

This chapter discusses the conceptual issues around tourism, the theoretical and empirical review, characteristics and economic benefits of tourism.

This chapter also discusses the nature of rural tourism, problems faced in the development of rural tourism, as well as the summary and gaps detected from the literature.

2.1 CONCEPTUAL ISSUES

2.1.1 TOURISM

The World Tourism Organization(WTO) defined tourism as an activity involving the travel of persons to places outside their usual environment for not more than once for leisure.

“Tourism has a connotation of leisure travel and tends to be synonymous with holidays (vacations). This is also reflected in dictionaries, which commonly refer to tourism as travel for pleasure.... business usage, the language of those who earn their living from serving tourists; most of them see tourism in terms of the products they sell and the markets they serve.” (Medlik, 2003, p.vii)

The International conference on Leisure, Recreation and Tourism, held by the International Association of Scientific Experts in Tourism (AIEST) and the Tourism Society in Cardiff in 1981 concluded that:

“Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home”.

Hence, there is general agreement that tourism involves travel away from home for pleasure. This is an extremely inclusive definition that must inevitably include jobs that can be seen as serving tourism.

Ladan(2003) defined tourism as “the sum of the phenomenon and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence”.

Tourism consist of a cluster of inter related economic activities that encompasses various economic undertakings covering the agricultural, manufacturing and the service sectors. Hence, tourism does not just add one commodity to the baskets of exports of a country, but a wide range of activities that could bring broad benefits to a country. By implication, tourism has been identified as one of the most effective ways to diversify and revitalize the economy of any nation and is widely regarded as one of the fastest growing sector globally.

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.

There is also the case whereby people move to well developed countries for proper medical checkup as a result of the deteriorating state of the medical facilities in their home country, or on vacation purposes to obtain medical services in other countries, etc. There are also those in the developed economies who move to developing countries for medical treatment as a result of the low price of the medical treatment in developing countries. This is usually referred to as medical tourism and in recent times, health tourism.

Ogunsanya (2005) noted other aspects of tourism and these are:

Cultural Tourism: this is characterized by the cultural landscape of the region with unique indigenous heritage, sacred groove, dry stone architecture, etc. A very good example is the argungun festival in kebbi state, Nigeria.

Physical Tourism: this is characterized by the topography and landscape of a region with physical resources.

Wildlife Tourism: this is characterized by its natural parks inhabiting wild life resources. The parks tend to be the natural abode of wild life resources and they produce fascinating scenes.

Beach Tourism: this is found in coastlines of a country and it provides all year attraction.

Man-made Tourism: these are being developed either by the private or the public sectors in a country, depending on the economic system being practiced in the country. They are not natural.

2.2 EMPERICAL REVIEW

Tourism evolved internationally in a big way since the end of the second world war and in 1999, it accounted for about 6 percent of the global economy, and in dollar terms, was valued at about \$8,000 billion. This can be said that by 1999, the contribution of tourism to the global economy has been on the same rate or level of increase as that of agriculture and mining. The World Travel and Tourism Council(WTTC) estimated that in 1998, the tourism sector accounted for more than 200 million jobs directly and indirectly on a worldwide basis. Tourism generates 12% of the global gross national product and it employs around 200 million people worldwide. Tourist arrivals are estimated to reach 1 billion by 2010 and 1.6 billion by 2020 worldwide.

The number of international tourists increased from a mere 25 million international arrivals in 1950 to 699 million in 2000, corresponding to an average annual growth rate of 7 percent (WTO, 2001).

The World Trade Organization (WTO, 2014) forecast that there will be 77.3 million visitors in Africa in 2020, and elsewhere, it is estimated that Africa, together with Asia will contribute more than half of the projected growth in international visitation with 30 percent of that growth expected around the world (Bichaka et al, 2007). Furthermore, the United Nations in 2013 reports that “ travel and tourism’s total contribution to the global economy stood at \$7 trillion representing 9.5 percent of global GDP, not only out pacing the wider economy, but also growing faster than other significant sectors such as financial and business sector, transport and manufacturing”.

In a study conducted on 140 nations by Travel and Tourism Competitiveness Index (TTCI,2013) Nigeria performed higher than some African tourist nations. The assessment which was based on three important pillars of the TTCI, is very crucial for the sustenance of Nigeria’s tourism industry: On natural resource pillar it ranked 68 out of 140, cultural resource pillar it ranked 98 out of 140 while environmental sustainability is 63/140. It is estimated that there are about 101 tourist attractions of international repute in Nigeria, spread across the six geopolitical zones and spanning different types of tourism assets such as rocks, plateaus, hills, springs, lakes, waterfalls, beaches, museums, shrines, cultural festivals, parks, gardens, game reserves, zoos, etc. (Abiodun, 2013).

2.3 CHARACTERISTICS OF TOURISM

Tourism has both rural and urban characteristics.

The rural tourism can be seen as one which comprises of a diverse range of activities which take place in the underdeveloped areas of a country.“ Rural tourism is a term used when rural culture is key component of the product”(UNWTO, 2004, 9). Its characteristics can be seen in terms of location, economic activities that take place there, scale and level of development as well as

opportunities for the visiting tourists. Consequently, rural tourism has the following characteristics:

1. It is located in the rural areas. Here, the area is not developed but has the potentials of developing provided it makes maximum use of its natural resources and the government helps in the provision of basic infrastructural facilities.
2. The basic economic activities that takes place here is predominantly agriculture. However, the scale of production in this case is majorly for subsistence with little to sell for commercial purposes. Payment of dues and taxes to the king is through part of the agricultural produce being harvested in the period. Other economic activities that take place in the rural tourism areas are basket weaving, petty trading, boat and canoe making, etc.
3. The level of development is very low compared to the urban areas. The areas are usually neglected, poverty level is very low, the people lack access to basic medical facilities, and the standard of living is also very low.
4. The visiting tourists when visiting enjoys the beautiful scenes of the tourist attractions, appreciate the beauty of nature and also have the opportunity of learning the cultural values of the local people. In any case, preserved rural area with authentic rural life is an essential resource for rural tourism. Rural areas where poor production, and maintaining the traditional way of life represent significant platform for creating innovative tourist products, attractive to tourists from industrialized and suburban areas that have lost the key features of recognition as a rural area.

However, urban tourism is functionally urban. It is a country experience being developed to adapt to the changing world as well as man-made structures which encompasses a wide range

of attractions and activities that take place in the urban areas. Its essential characteristics include:

1. It is located in the urban areas. Most of the tourist centers are built by man while a little percentage are nature being modified to suit the changing need of the world. The area is being developed and the government pays maximum attention to it unlike the rural areas.
2. Economic activities take place on a large scale as well as medium scale. Mechanized agriculture, large scale manufacturing activities, as well as quality services are all the major activities that take place in the urban areas.
3. There is a high level of development in this area. The area grows rapidly and mechanically, Government pays maximum attention to this area, erect large and beautiful structures, provide basic infrastructures, etc. Also, the income level is high, standard of living is also high but in some cases, there is high cost of living.

2.4 ECONOMIC BENEFITS OF TOURISM

Tourism is unlike other products that are exported or imported because it is not tangible like other physical products. Nevertheless, tourism is a product for sale; the tourists go to the point of sale, pays for the product(services) and at some point in the future or almost immediately receives the services.

In the balance of trade of a country, tourism is often described as an invisible export in that it involves a form of service to foreigners who then pay in foreign currencies. As a result, it forms a source of revenue as well as foreign exchange for the host country. The economic benefit of

tourism therefore appear here to be self evident in that tourist expenditure creates foreign exchange earnings for the host country, revenues to government, together with direct employment opportunities which can be expected to lend higher living standards for the residents(fitsch, 1986).

The potential of tourism development, the huge scope for diversifying mono-cultural economies through tourism has drawn the attention of policy makers, unilateral and multilateral organizations contending with the underdevelopment and the attendant poverty in developing countries to the sector (UNWTO, 2007).

One of the unique characteristics of the tourism industry that makes it a prime sector from which employment can be engineered; especially in the case of the developing countries, are its labour intensive characteristics. This is particularly significant given the huge unemployment rate, especially among the youths (O'Higgins, 1998) and the labour surplus characteristic of most developing economies (Ranis, 2004). Given the low-level skills and the relatively short-lead period for training and skills acquisition, the tourism industry lends itself as a sector capable of generating huge employment and income earning opportunities. Jobs generated by tourism are spread across the economy in retail, hospitalism, construction, telecommunications as well as directly in tourism itself. These jobs are usually small and medium in scale, and employ a large portion of women, minorities and young people.

Similarly, the tourism sector is a magnet for foreign direct investments and affords developing countries the opportunities to attract inward direct investments both for soft and hard tourism infrastructures. The significance of this trend can only be imagined if the low foreign exchange earning capacity of most development countries is considered. This combined with low-level divisible capital nature of the downstream end of the tourism industry; it affords huge opportunities for creating small and medium sized enterprises. The role of small and medium sized businesses

in employment creation and technological as well as managerial innovation is widely acknowledged (Schreyer, 1996). Furthermore, Kraph(1961) explains that tourism has a potential to generate, from limited investment in infrastructural facilities, large sum of capital which may be transferred to the other sectors of the economy. Such actions contribute to the growth and development of a country through the multiplier effect on employment generation, education enhancement, as well as increase in Foreign Direct Investment which ultimately boosts the foreign reserves of a country.

The positive effects of tourism on a country's economy include the growth and development of various industries directly linked with a healthy tourism industry, such as transportation, accommodation, wildlife, arts and entertainment. This brings about the creation of new jobs and revenue generated from foreign exchange, investments and payments of goods and services provided. Though improvements in the standard of living of locals in heavily visited tourist destinations is usually little or non-existent, inflation of the prices of basic commodities, due to visiting tourists, is a constant feature of these areas.

Therefore, by implication, general price level in these areas tend to be very high relative to those areas without tourist attractions. This makes the cost of living to be high, thereby reducing the standard of living of both the locals and the visiting tourists.

2.5 PROBLEMS FACED IN THE DEVELOPMENT OF RURAL TOURISM

On the other hand, there is also a great number of risk factors that can affect the development of rural tourism, such as:

1. Lack of understanding and/or misunderstanding of the concept of the rural tourism, coupled with the wrong initial assumptions about the simple and easy generation market, income and employment (Sharpley, 2002);
2. Non-compliance with the development objectives of local governments and development agencies, and as a result of inadequate communication, lack of confidence, and lack of shared vision of development (Nylander and Hall, 2005);
3. Lack of planning for further development and limited use of marketing concept as a business philosophy that leads to the lack of information about the tourists' needs and desires (Clarke, 2005);
4. Lack of funds for starting and/or continuation of business as a result of insufficient understanding and support from the state, banking and other financial institutions, especially in transition countries (Demonja and Ružić, 2011);
5. Lack of information on the possibilities and opportunities for further development of tourism, leading to disconnection of villages in a unique tourist product and lack of support of local, regional and governmental entities (Sharpley, 2002);

However, it is noteworthy that in many cases rural tourism is an additional, multifunctional activity, complimentary to traditional agriculture which significantly contributes to diversification of traditional rural economy, improves the socio-cultural ambient and provides protection of natural resources in rural areas.

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).

2.6 SUMMARY AND GAP IN THE LITERATURE

The literature review focused on the concept of tourism to serve as a foundation for understanding the nature of tourism, tourism centers in Nigeria, characteristics of rural and urban tourism, the problems faced by rural tourism as well as the economic benefits of tourism.

The reviewed include Alberta (2010); Ayeni and Ebohoh(2012); Briedenham and Wickens (2003); 2001Canoves et al(2004); Frederick(2016); Ibimilua and Ibimilua(2014); Ibrahim(2016); Lejaragga and walkenhorst(2013);kadi et al(2014); Moric(2013); Opperamann(1996); Ogunsanya(2005); Roselyne et al(2002); Sunday(2014);Suzanne et al, Sharply(2002); Wickens et al(2013); Wilson et al(2001);and others.

Most of these literature (Alberta, (2010); Agri et al (2016) ; Ayeni and Ebohoh(2012); Freshwater,(2000); Lejaragga, and walkenhorst(2013);Sunday(2014) ;Wickens et al(2013); did not give detailed analysis of the prospects of rural tourism to development and diversification of the economy. Also, they did not give proper accounts of how the government can help and assist the inhabitants of where the tourist attraction is located so as to aid in promoting economic diversification. Hence, there is a gap and a need to update and provide detailed account of how rural tourism can help in the economic diversification of Nigeria. Besides, these studies did not take a comparative analysis of core rural tourism centers in Nigeria and also have no projections for the future. These make my research peculiar in filling the gap.

The literature (Alberta (2010); Ayeni and Eboho (2012); Briedenham and Wickens (2003); Frederick(2016); Ibimilua and Ibimilua (2014); Kadi et al (2014);, Sunday(2014);Wickens et al

(2013); Wilson et al,(2001) focused on the qualitative and descriptive method of analysis. They all favoured primary method of data collection. While some of the literatures (Ayeni and Ebohon(2012); Briedenham and Wickens (2003); Ibimilua and Ibimilua (2014); Ibrahim(2016); Roselyne et al (2012); Suzanne et al (2001) favoured data gathering through observations, oral interviews, focus group discussions as well as questionnaires, others (Agri et al, (2016);Lejaragga, and walkenhorst(2013) ; Moric(2013) favoured the secondary method of data gathering with Lejaragga, and walkenhorst(2013) emphasizing on the use of quantitative method of analysis using econometrics modeling.

Because of the fact that the qualitative method of analysis is related to my study and also due to the scarcity of secondary data on tourism, I am adopting the qualitative and descriptive method of analysis, using the primary methods (oral interviews, focus group discussion, and observation) of data collection with moderation.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 INTRODUCTION

This chapter shows the methods used in collecting the data that were analyzed to arrive at the conclusion. The framework is the research design which can be described as collected information that satisfy the objectives of this research work.

This chapter also discusses sample size and sample frame, the sources and types of data collected, methods of data collection, methods of analysis, the area of study and the research population.

3.1 THE MODEL

The Ordinary Least Square(OLS) technique measures the significant impact of one or more variables on another variable and this makes use of econometrics model to simplify the reality. However, this study makes use of the descriptive method of analysis due to the data constraint as well as the confined nature of the data source. Therefore, it is not peculiar to make use of tables, bar charts, pie charts, etc. (Akintoye, 2008; Nzeadike and Ajaero, 2008) by making use of structured questionnaires to cover socio-economic, socio-demographic and educational background of the respondents. This will not make this study to be based on the OLS technique of analysis, thereby not making use of quantitative model specification.

3.2 SAMPLE UNITS AND SAMPLE FRAME

Due to the fact that the whole population cannot be covered as a result of time and financial constraints, then there is the need for the use of a sample frame where the sampling units can be

drawn from. This will cover those parts where there is cluster of economic activities, as well as those around the tourist center. Some even believed that such outcomes of a carefully planned and well-executed sample stand to be more accurate than those from a Population. Durotolu (2001) found justification for this position in the statement that: -

“Studying a complete population involves a huge and unwieldy organization so that most of the errors that would normally occur here cannot be controlled easily. Also, using a complete population may not satisfy the particular needs of individual disciplines. In a sample, it is possible to estimate the margin of error and decide whether or not the results are sufficiently accurate”

A key informant interview(KII) was conducted and this included the Oba of the community and the chiefs in the community as custodians of the town’s history. This was done so as to allow for easy and effective compilation of responses and it was captured through the use of audio and video recorder. In addition, a focus group discussion(FGD) was conducted and the sampling unit used here are some of the inhabitants of the town. A total number of four groups were used for the FGD and a sample size of five inhabitants(three males and two females) constituting each group, thereby making a total number of twenty respondents for the FGD. This sample estimate took into account the fact that the study seeks to consider the economic variables that are affecting the development of Owu falls as well as its potentials. Based on the responses gotten from the participants of the KII and the FGD, a questionnaire survey was also conducted so as to triangulate the findings. A total number of forty copies of questionnaire were administered to this effect.

3.3 SOURCES AND TYPES OF DATA

For the purpose of this research work, the study makes use of a primary source of data collection. This was collected through the use of oral interview, observation, questionnaires, as well as focus

group discussion with the use of a recorder to capture their opinions, while keeping them anonymous. This was used to examine the challenges facing the rural dwellers, visitors, solutions to the challenges and also to know how tourism can be developed as a way of improving the welfare of the people of Owu while diversifying the income and productive base of the economy.

3.4 METHOD OF DATA COLLECTION

This tourist center was examined using the primary method of data collection. An observational method of research (non-participant observation) was used in order to have an in-depth information and understanding of the true state of the tourist center. Face to face oral interview with the custodians of the town's history was also conducted to gather more information on the potentials and improvement of the tourist center. The focus group discussion was directed to the inhabitants of the community. This was conducted to know the factors hindering the growth of the water fall, the level of patronage as well as the problems the people encounter in their daily economic activities. Questionnaires was also administered so as to triangulate the findings from the Key Informant interview and the focus group discussion. In accordance with the sampling units, thorough interview and focus group discussion was conducted using audio and video recorder for easy collation and analysis. This method was employed so as to ensure that an adequate survey is conducted on rural tourism and economic diversification in Nigeria.

3.5 METHOD OF ANALYSIS

Both the descriptive and inferential methods of analysis were used for this study. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass & Hopkins, 1984). Because the human mind cannot extract

the full import of a large mass of raw data, descriptive statistics are very important in reducing the data to manageable form. When in-depth, narrative descriptions of small number of cases are involved, the research uses description as a tool to organize data into patterns that emerge during analysis. Those patterns aid the mind in comprehending a qualitative study and its implications.

Due to the creative exploration nature of the study, the descriptive method of analysis serves to organize the findings in order to fit them with explanations, and then test or validate those explanations through descriptive analysis techniques such as graphs, charts, measures of central tendency as well as variation.

The t-statistic was used as the tool of inferential analysis used for this study. This was used to test the null hypothesis of this study, which states that rural tourism cannot be promoted as a way of diversifying the Nigerian economy. This was tested by using the information gotten from the questionnaire to test for the individual t-test of the second question in the questionnaire which states that 'Owu falls has the potentials of generating foreign exchange for the country'. If the t-calculated is greater than the t-tabulated, then the test is significant, and as such, reject the null hypothesis that rural tourism cannot be promoted as a means of diversifying the Nigerian economy.

3.6 AREA OF STUDY

A case study was used to provide an insight into the problems and state of tourism in Nigeria because it is an ideal method of capturing a snap-shot of a wider issue, and since it is not possible to analyze the whole tourist centers in Nigeria, a tourist destination in Kwara state has been used as a case study. The state is well endowed with varieties of tourist attractions which can be

categorized into: historical monuments, cultural attractions and natural attractions. Thus, Owu falls have been chosen and briefly discussed.

Owu falls is a breath-taking landscape at the outskirts of Owa-Kajola, in Ifelodun local government area of Kwara state. According to City Spotlight, Owu falls is said to have been brought to lime light by Reverend Plafare Dui over 40 years ago (1976), during missionary activities for the Sudan interior mission, now known as Evangelical Church of West Africa(ECWA). Owu falls towers about 120 meters above the sea level and is considered the highest and the most spectacular waterfall in the whole of West Africa. Owu falls is surrounded by a stretch of mountains extending to Ekiti and Kogi states. The rich and evergreen vegetation, and beautiful site makes the environment attractive to visitors (both local and foreign) and other creatures like birds, monkeys and reptiles.

3.7 RESEARCH POPULATION

The target population for this study are those living in Owu community, custodians of the town's history such as the Oba, Imam and the Pastor, and tourist guides in Owu falls, Ifelodun local government area, Kwara State. The study was focused on adults that are engaged in tourist and economic activities in the area, for example, the farmers, petty traders, teachers, fishermen, hunters, and so on.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 INTRODUCTION

This chapter focuses on the presentation and analysis of data collected from the respondents, its analysis and the interpretation of the results by making deduction from the data using the student t-test analysis.

The information collected from the respondents was statistically presented with the use of frequency table and simple percentages. This was done in order to get accurate number of times that responses were made to the questions raised in the questionnaire. Thirty (30) copies of questionnaire were administered. In some instances where respondents cannot read or understand English, the questions were interpreted to them in the language they can understand and the appropriate answers were ticked accordingly.

4.1 DESCRIPTIVE STATISTICS/ANALYSIS

4.1.1 ECONOMIC CHARACTERISTICS OF OWA KAJOLA

This section is concerned with the simple analysis of the economic characteristics of Owa-Kajola such as the geographical features, transportation network, level of poverty, as well as the nature of economic activities in the community. These are gotten through observation on the part of the researcher. See the appendix for all figures.

There are two routes to the Owa-Kajola; Isanlu-Isin and Oro-Ago roads. Figure 1 shows the major road leading to Owa-Kajola, using the Isanlu-Isin road. Immediately after the Isanlu-Isin tarred road, the road that follows which leads to Owa-Kajola is not tarred. This has made it difficult for

commercial vehicles to be plying the route from Omu Aran for commercial purposes, thereby leaving tourists, researchers, indigenes etc at the mercy of motor cycle riders who charge exorbitant prices. Except one charter a buoyant cab to the place or go with his or her private vehicle or pass through Oro-Ago, then that person will be left with no other option than to patronize the motor cycle riders who charge exorbitant prices.

The signboard in figure 2 is the only signal that indicated the entrance to Owa-Kajola. The board was situated in between two link roads, one leading to Owa-Kajola and the other leading to Owa-Onire. From the information gathered through the in-depth interview with the Onire of Owa-Kajola, HRH Oba S.A. Adeniyi Asinbiorin II, the community in which Owu falls is located had to be divided into two after a war between them. One was now called Owa-Onire while the other was named Owa-Kajola.

During the week days, there are not many people in the community as most of them would have gone to the surrounding towns and villages to do menial jobs, while few of them remain in the community to farm, hunt and trade their wares from house to house. The only time many people are found in the community is when there is a festival in the community or when the Oba summons a meeting. Thus, during the weekends, there are many people in the town than during the week days.

Even with the fact that a spectacular water fall is located in the community, the population is agrarian with little or no education, coupled with high level of poverty in the town, most children are not schooling. These can be attested to by the infrastructural development in the town; no pipe borne water, poor road, dilapidated buildings and no government support in the town.

In fact, the Oba's palace is also not an exception. Figure 6 shows the front view of the Oba's palace. The palace is located somewhere at the middle of the town and the road leading to it has been bad as a result of erosion on the road. Here, it can be seen that the palace cannot be compared to an average palace in Nigeria.

4.1.2 ECONOMIC CHARACTERISTICS OF OWU FALLS

Owu falls is located in a deep part of Owa-Kajola. On the average, it takes an average time of 50 minutes to walk down to the water fall from the community which it is located. When going on a motor vehicle, it takes an average of 15 minutes to reach a hill before the water fall. On getting to the hill, one has to park the motor vehicle or motor cycle as the case may be, at a side of the road and then continue the journey by foot and because the distance is up to 1.5 kilometers, it takes up to an hour to get there.

Figure 3 shows the major sign which indicates the path to Owu Falls. It can be seen from it that it is not properly managed by the Kwara State tourism board as even the stand has worn out thereby leading to the fall of the sign board.

Figure 4 shows the major path that leads to Owu falls. As can be seen, the road is just being cleared so that it can accommodate motor vehicles that wants to pass through the road. Through the information gathered from an in-depth interview with the Oba of the community, it tells that the villagers themselves constructed the road as far back as during the military era, although one Alhaji Kamaldeen from Ilorin helped them with bulldozers in some instances.

Figure 5 shows the spectacular Owu falls. It is surrounded by landscape like mountain and tall trees. The fall is a habitat to some animals such as monkeys, reptiles and birds. The road leading to the fall is not so wide as it can only contain a motor vehicle at a time. On getting close to the

fall, there lies a very steep path which one has to climb before getting to the entrance of the fall which has almost been covered by tall trees. The fall is about 120 meters above the sea level and it pours its water into a small lake. Through an in-depth interview with the Oba of the community, it was gathered that the fall is secular as it has helped some people in a number of ways. An example given was that a barren woman came all the way from Sokoto state to the fall and prayed to have a child. While going back, she took part of the water along with her, and when she came back to the community, she gave her testimony that she has given birth to a baby girl.

4.1.3 KEY FINDINGS FROM THE FOCUS GROUP DISCUSSION

This section focused on the challenges the people of Owu community face in their economic activities, the factors responsible for this and the measures towards the development of Owu falls. The key findings summarize and synthesize similar data gleaned from the focus groups in the three areas mentioned.

RESULT OF THE FOCUS GROUP DISCUSSION(FGD)

| OBJECTIVE ISSUES OR VARIABLES | FG 1 | FG 2 | FG 3 | FG 4 | SUMMARY OF FINDINGS |
|---------------------------------------|---|--|---|---|--|
| 1. Challenges to economic activities. | Road has been a major problem. No electricity and since majority of our people are into farming, the Fulani herdsmen are another source of our problem. | Road, water and electricity has been our problem. Farming is also difficult because of lack of farm implement(modern). Moreover, herdsmen are not giving us breathing space. | The condition of the road is a problem. With increasing cost, low sales, low patronage and the farming activities is not booming as a result of the activities of the herdsmen. | No means of livelihood, infrastructures and even feeding is a problem, as the little farming we do are always eaten up by the cows. | <ul style="list-style-type: none"> • Infrastructure • Activities of the herdsmen • Low economic activities. • No modern equipment to undertake large scale agriculture. • Problem of feeding. |

| | | | | | |
|---|---|--|---|--|--|
| | | | | | |
| 2. Factors responsible for the challenges | The government has been the major factor due to the way they are handling the development of this community. The low standard of living is also causing low patronage on our sales. | There are not much people living in this community and this is as a result of the low level of development which the government has a large share of the blame due to their negligence on developing this community. | the lack of pipe borne water is really affecting us in our daily economic activities. We mostly rely on the water of the fall and this is not good enough for us. The low number of people living in this community is also a factor. | Negligence on the part of the government is not helping matters at all. The government is the major factor responsible for our challenges because we the inhabitants have really tried on our own end. | <ul style="list-style-type: none"> • No pipe borne water. • Negligence on the part of the government. • Not much people living in the community. • Low standard of living of the people. |

Source:

Researcher's

field

work,

2017

| | | | | | |
|--|--|--|---|--|---|
| <p>3. Measures towards the development of Owu falls.</p> | <p>The electricity distribution should be extended to the falls and there should be adequate electricity distribution to the community also. The government also needs to assist us in widening the road network towards the fall.</p> | <p>There should be guest house close to the water fall so as to shelter those that wish to come to the fall and stay till the next day. Electricity should also be extended towards the fall to assist the tourist at night.</p> | <p>The road leading to the water fall needs to be widened so as to be able to accommodate at least two vehicles at a time and the construction of guest house to cater for the shelter need for the foreign tourists.</p> | <p>The water fall is in need of electricity. As such, there is the need for the extension of electricity towards the water fall. The road network should also be improved.</p> | <ul style="list-style-type: none"> • Construction and widening of the road network towards the fall. • Extension of electricity towards the fall. • Construction of a guest house close to the fall. |
|--|--|--|---|--|---|

4.1.4 DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

This section is concerned with the simple analysis of the data from the questionnaire distributed to some of the inhabitants of the community. This consist of data on the age group, gender, marital status, family size, level of education, occupation, number of years lived in the community and the daily income group.

| VARIABLES | FREQUENCY | PERCENTAGE (%) |
|---------------------------|------------------|-----------------------|
| AGE RANGE | | |
| 20-30 | 14 | 35.0 |
| 31-40 | 8 | 20.0 |
| 41-50 | 7 | 17.5 |
| 51-60 | 11 | 27.5 |
| 61-70 | NIL | 0 |
| 71-80 | NIL | 0 |
| GENDER | | |
| Male | 25 | 62.5 |
| Female | 15 | 37.5 |
| MARITAL STATUS | | |
| Single | 13 | 32.5 |
| Married | 25 | 62.5 |
| Widowed/Divorced | 2 | 5.0 |
| FAMILY SIZE | | |
| Below 4 | 8 | 20.0 |
| 5-8 | 16 | 40.0 |
| Above 8 | 16 | 40.0 |
| LEVEL OF EDUCATION | | |

| | | |
|---|----|------|
| No Formal Education | 8 | 20.0 |
| Primary Level | 18 | 45.0 |
| Secondary Level | 11 | 27.5 |
| Post Secondary Level | 1 | 2.5 |
| Adult Level | 2 | 5.0 |
| OCCUPATION | | |
| Farming | 19 | 47.5 |
| Tailoring | 5 | 12.5 |
| Hunting | 1 | 2.5 |
| Civil Servant | 1 | 2.5 |
| Trading | 3 | 7.5 |
| OTHERS | 11 | 27.5 |
| NO OF YEARS LIVED IN THE COMMUNITY | | |
| Below 4 | 6 | 15 |
| 5-10 | 9 | 22.5 |
| Above 10 | 25 | 62.5 |
| F. DAILY INCOME | | |
| Below #500 | 7 | 17.5 |
| #501-#1000 | 21 | 52.5 |
| Above #1000 | 12 | 30.0 |

Source: Researcher's Field work, 2017.

The table above shows that 35% of the respondents according to this study are in the working class and close to them are those close to their retirement age, taking the second largest share of the respondents with 27.5% of the total respondents. This shows that age is a little bit evenly spread among the population. The table also shows that 62.5% of the respondents are male, while the

remaining 37.5% is composed of the female. This shows that there are more male than female in the population.

Another variable of interest from the table above is the family size. The table shows that 40% of the population have an average family size of between 5-8 family size and above 8 family size. This shows the lack of adequate family planning in the community. From the table, 47.5% of the respondents engage in farming as their daily economic activity., 12.5% engage in tailoring, 3% engage in trading, 1% engage in hunting and civil service while the remaining 25% engage in other economic activities apart from those mentioned. This shows that the economic activities in the community is positively skewed towards farming and this can be attributed to the vast area of land in the community, the low level of education and long-time neglect of the people of the area.

However, aged people are so small in number in the community. This may be as a result of the level of poverty, stress from the hard work, and the effect of lack of infrastructure including health facility.

Furthermore, the table above shows that 17.5% of the population earn below 500 naira daily, 52.5% earn between 501 naira and 1000 naira daily while the remaining 30% earn above 1000 naira daily. Looking at this, we can see that on the average, the people of the community earn less than 2 dollars per day. This makes them to be among those categorized as being poor in line with the current Purchasing Power Parity(PPP) of 2 dollars per day. However, if we take into consideration the family size, we will see that in real terms, the people of the community earn less than 1 dollar a day, thereby showing that poverty exists in the community in real terms.

4.2 TEST OF HYPOTHESIS

Method: T-Test

Date: 12/06/2017 Time: 15:38

Variables: q2

Criteria=CI (0.9500).

Included observations: 40

| VARIABLE | COEFFICIENT ESTIMATES AND T-VALUE |
|-------------|-----------------------------------|
| T-Statistic | 24.530 |
| D.F | 39 |
| P-value | 0.000 |
| T-Tabulated | 2.04 |

Source: Researcher's Field work, 2017 (SPSS 16.0).

The result in the table above shows the t-test analysis developed to test the significance of the null hypothesis developed in chapter three to know if rural tourism can be promoted as a way of diversifying the Nigerian economy.

The result shows that the t-cal is 24.530 and the t-tab is 2.04 at 5% level of significance. Since the t-calculated is greater than the t-tab, then the test is significant at the 5% level of significance.

Also, our probability value is 0.000 and is less than our significance level of 5%. If the probability value is less than the significance level, then the statistical criteria tells us that the test is significant at our chosen level of significance.

Considering the statistical significance of our test above, the null hypothesis is therefore rejected. This means that rural tourism can serve the diversifying function expected and so rural tourism can be promoted as a way of diversifying the Nigerian economy.

4.3 DISCUSSION OF RESULTS

4.3.1 DISCUSSION OF THE FOCUS GROUP DISCUSSION (FGD) RESULT

The Focus Group Discussion (FGD) participants were asked to talk about the challenges they face in their economic activities and occupations, and the extent to which they were satisfied with their work. Nearly all participants with the exception of a large scale cashew nut producer were not satisfied with the conduct of their economic activities. One participant offered a statement that was representative of the comments of majority of the focus group participants. This statement summed up the challenges the people face in their economic activities:

“We are having challenges in the aspect of eating food. The electric poles you are seeing around here are just for decorations. We have not seen light in this community for the past two months and the Fulani herdsmen are not making us enjoying what we sow because their cattle invade our farms and eat up most of our harvests.....”

Consistent with the concerns of the participants above, the people of the community are not satisfied with their occupation and economic activities and most of them are just engaging in this activities because of the conditions they find themselves in.

The FGD participants were quick to give the factors responsible for these challenges. A number of participants acknowledged that government attitude towards the community is a major factor responsible for the challenges the people of the community are facing in their daily economic activities as they are the major providers of infrastructure in any community. A civil servant among

the participants gave a summary of the opinions of the other participants concerning the factors responsible for the challenges:

“Every day, I have to travel over the long distances to get to work. If not for the fact that I have a transportation means to take me out and back to the village every day, then life would have become unbearable for me. When I come back from work, I display my goods for sales in the community and I record low turnout and sales. This is as a result of the low standard of living of the people in this community.....”

Majority of the FGD participants believed that the community has already done their best and is still doing their best to fast track the development of Owu falls. They are already developing the major road leading to the falls as well as building on alternative path towards the fall. They believed that whatever needs to be done now is on the part of the government. In the words of a farmer among the participants:

“If at all the government should do anything, then they should provide road and electricity for us. Look at the abandoned projects in this community, these were done during the military era and since then, nothing else has been done

4.3.2 DISCUSSION OF THE TEST OF HYPOTHESIS RESULT

The test of hypothesis from the interpretation above shows that there is a positive relationship between rural tourism development and economic diversification in Nigeria. Rural tourism has the potential of generating foreign exchange for the country, thereby helping it in diversifying her source of income. The foreign exchange part is being emphasized here because it is the major factor making Nigeria to be in its present form as a result of relying majorly on a single commodity

for its external revenue and it is this external revenue that forms the largest part of the sources of revenue for the country.

Based on the study's a-priori expectation, income is meant to be positively related to tourism development. That is, the more the development of tourism, the greater the income of both the citizens and the government. This is also in line with the t-value above as it is significant with a 95% level of confidence interval.

If efforts can be put in place for the development of rural tourism in Nigeria, then it has the potentials of generating the needed foreign exchange for the country, and this development has to be sustained for it to be able to generate the needed foreign exchange in the right quantity. Hence, rural tourism can be promoted as a way of diversifying the Nigerian economy.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 INTRODUCTION

This chapter displayed the summary, conclusion and the recommendations of the whole study.

5.1 SUMMARY

The main objective of this study was to look at the significant relationship between rural tourism development and economic diversification in Nigeria, that is, if rural tourism can be promoted as a way of diversifying the Nigerian economy or not. This was done using Owu falls in Ifelodun Local Government Area in Kwara State as a case study. The other objectives were to identify the potentials of Owu falls which the community and the country at large stand to gain, examine the factors actually responsible for the present position of Owu falls in Kwara State and examine the problems faced by the people of Owu in their daily economic activities.

This was done by the use of primary data. This data was gotten through observation, Key Informant Interview(KII) with the Oba and the Chiefs of the community, Focus Group Discussion among the inhabitants of Owa-Kajola and the use of questionnaire to triangulate the findings from the observation, KII and FGD. The data collected was analyzed with the use of tables, simple percentages, and frequency. The student T-test was used in testing the hypothesis of the significant relationship between rural tourism development and economic diversification in Nigeria. This is to show if rural tourism can be promoted as a way of diversifying the economy of Nigeria or not.

This study revealed a significant relationship between rural tourism and economic diversification in Nigeria; this implies that rural tourism has the potential of generating foreign exchange for the

Nigerian economy once it is promoted. Foreign exchange is being emphasized here because it is one of the major yardstick being used to measure diversification in Nigeria. therefore, the result of the test of hypothesis revealed that once tourism is promoted, then the Nigerian economy stands a chance of being diversified.

It was also found out that the government of Nigeria do not place much emphasis on rural tourism due to their negligence. As a result, the community where the tourist attraction is located are underdeveloped, live in abject poverty and experience emigration of people towards the city so as to look for means of livelihood.

The findings of this study also reveal that there is a positive relationship between income and rural tourism development. If rural tourism is being developed, then it stands a chance of creating employment opportunities for the people of the community in the form of tourist guides, trading around the tourist center, hospitality business, etc. As a result, the income level will be raised, their standard of living will increase the people will start coming to the community for business purposes, thereby reducing the rate of emigration while increasing the rate of immigration in the community.

5.2 CONCLUSION

Rural tourism will continue to play an important role in Nigeria, over the next few decades especially in the area of diversification, employment creation, reduction of poverty, as well as the infrastructural and economic development of rural areas. The income level in the host community is relatively low and this does not increase the standard of living of the people living in the community where the tourist attraction is located, hence, the need for proactive strategies to reverse the trend.

Lastly, the weakness of the rural tourism attractions is expected to pass away with the process of measures to promote its development. Existing policies to aid the development of rural tourism should be continued, while coming up with structural plans to increase the potentials of rural tourism in Nigeria. Of paramount importance, the policy measures will speed of the process of promoting the rural tourism attractions, while raising the living standard of the people of the rural areas as the need to increase the income of the people disappears.

5.3 RECOMMENDATIONS

As it is known, the economic agents of an economy are the individuals(households), the firms and the government. Therefore, in order to promote rural tourism and make it achieve its potentials of diversifying the Nigerian economy, then each economic agent has a role to play.

In view of the major findings and conclusions derived above, the following measures are recommended:

WHAT THE GOVERNMENT CAN DO

1. Formulation And Implementation Of A Mega Plan Towards Restructuring The Tourist Attraction: This mega plan should include structures towards repositioning the lake where the fall pours its water to, into a swimming pool where tourists can be able to refresh their body. A football field or a garden can also be built at a strategic location near the water fall, as well as a golf course, guest house and relaxation center where local foods are sold

to the tourists. All these can be done through the tourism board and it will serve as a source of pleasure for those visiting the site as well as promote the cultural heritage of the country. All these will not just come about like that without the churning of adequate resources into making it a reality. As such, there should be a provision in the budget of the country towards the revitalization of rural tourism in the country. Adequate amount should be earmarked for this both in the federal and states annual budgets. This can take the shape of provision of infrastructures to aid the implementation of the mega plan, expansion of the available market, making the rural tourist centers known to the world through awareness and the provision of cheap transport facilities mainly for the transportation of tourists in different states of the country to the communities where the rural tourist centers are located. All these can be achieved through adequate financial support by the government.

2. Provision Of Infrastructural Facilities While Expanding The Existing Infrastructures Of The Rural Communities: One of the major reasons rural tourist centers are not being patronized in Nigeria is because of the lack of infrastructural development in the rural areas to facilitate the movement and sight-seeing of the tourists. As a result, there is the need for government intervention in the area of the provision of infrastructural facilities in the rural areas. The infrastructural facilities in this case lie majorly in the provision of physical infrastructures such as adequate road network, pipe borne water, adequate electricity and efficient communication network. For example, in Owu falls, there is not network for ETISALAT and as such does not make communication possible for any ETISALAT subscriber in the community. With this, efforts can be geared towards motivating the service providers to building their masts in this rural communities, and this can be done

majorly through the promotion of the rural tourist centers and through the provision of basic infrastructures.

3. **Exploration Of The Untapped Solid Mineral Resources In The Rural Areas:** In every rural community where natural tourist attraction is located, there is every possibility of getting certain proportions of certain mineral resources around the area. For example, in Owa-Kajola, there exists limestone, marble and Iron-Ore. These are part of the government strategy of diversifying the Nigerian economy through the development of the solid mineral sector. From this, it can be seen that solid mineral sector can be developed side by side with the development of rural tourism in Nigeria. Hence, the government can begin the exploration of the untapped minerals in these communities. The mining of these minerals helps improve the local needs of industries in need of them, generate employment opportunities as well as improve the foreign exchange earnings of the country.
4. **Maintaining And The Continuation Of The Existing Policies Concerning The Activities Of Herdsmen In The Country.** Majority of the people in the rural areas rely on agriculture as a means of livelihood, they are agrarian in nature. But the major challenge they face is the activities of herdsmen on their farms thereby making them reap less harvests compared to what they sow on their farms. With this, the government policies such as the federal grazing bill, negotiating and dialoguing, should be continued. These will serve as ways of reducing to the barest minimum, the activities of herdsmen on the farms, thereby increasing and improving the productivities of the people of the rural communities.

WHAT THE FIRMS CAN DO

The firms as an economic agent also have their roles to play towards the restructuring the present position of rural tourism in Nigeria. the following are what the firms need to do towards this development:

1. Investing Resources Towards The Exploration Of The Mineral Resources In The Rural Areas: As part of their efforts to complement the activities of the government in this regard as well as achieve one of their objectives of profit making, then the firms should also channel their resources towards exploring this mineral resources. The activities of these firms will serve to increase their profitability base, generate employment of the inhabitants of the rural areas as well as generate revenue for the government through royalty payment and tax payment. In addition, there should be linkage of these industries extracting the raw materials, to large scale formal producing companies, organizations, etc. for the supply of required raw materials. Productivity, output and innovations will be enhanced by such enlargement of demand and the market.
2. Capacity Building: Since there is now need for the exploration of mineral resources, then there is also the need for building the capacity of the man power resources to achieve this since majority of the man power resources will come from the rural community where the mineral resources are located. Since most these man power resources have little or no education especially in the area of technical knowhow and innovation, then the major goal here will be to enhance the capacities of the man power resources as to boost their productivity, innovate their minds as well as formalize them in the long run.

WHAT THE INDIVIDUALS CAN DO

It should be noted that in the development of rural tourism, not only do the government and firms have their roles to play, the individuals also have their roles to play so as to complement the efforts of the other two economic agents. As such, the individuals in their capacity, have the following roles to play:

1. **Organizing Of Annual Events Or Program To Celebrate The Rural Tourist Center In Their Community.** This is one of the very few ways in which the citizens or individuals can also help in complementing the efforts of the government. When they organize the annual event, it brings out the beauty of the tourist attraction as well as promote the cultural heritage of the community and the country at large, people all over the country will be attracted to the place and in the long run, foreigners will be inspired to partake in this, thereby bringing the event to the limelight and making it known to the world. This cannot be done without the full participation of all the citizens of the rural community. In essence, the inhabitants of the rural communities should come back to their community to develop it in their own little ways, instead of going out to develop other places at the expense of their own community all in the name of looking for greener pasture.
2. **Building Of Local Relaxation Centers:** The local relaxation centers can be constructed through the use of bamboo trees and palm leaves. This will be located in a suitable area where the cool breeze blows almost all the time. When this is done, the sales of local drinks such as palm wine can be allowed there as well as local entertainers to entertain the tourists relaxing in the relaxation center. This is part of the strategies to give the tourists best experience and maximum satisfaction.

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APPENDIX I

Figure 1: Road leading to Owa-Kajola



Source: Researcher's Field work, 2017.

Figure 2: Sign board showing the entrance to Owa-Kajola



Source: Researcher's Field work, 2017.

Figure 3: Sign board showing the road which leads to Owu Falls



Source: Researcher's Field work, 2017.

Figure 4: Major path leading to Owu Falls



Source: Researcher's Field work, 2017.

Figure 5: The spectacular Owu Falls



Source: Researcher's Field work, 2017.

Figure 6: The Oba's Palace



Source: Researcher's Field work, 2017.

APPENDIX II

UNIVERSITY OF ILORIN, ILORIN, KWARA STATE

FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF ECONOMICS

RURAL TOURISM AND ECONOMIC DIVERSIFICATION IN NIGERIA

IN-DEPTH INTERVIEW GUIDE

INTRODUCTION

I want to thank you for taking time to meet with me today. My name is Kuranga AbdulAzeez and I am a final year student of department of economics in the university of Ilorin. I would like to talk to you about your experiences in this community, potentials of Owu falls as well as the factors actually responsible for the present position of Owu falls. Specifically, this is my final year project to evaluate rural tourism and economic diversification in Nigeria.

The interview should take less than an hour. I will be recording the session because I do not want to miss any of your comments. Although I will be taking some notes during the session, I cannot possibly write fast enough to get it all down. Because we are on record, please be sure to speak up so that I don't miss your comments.

All responses will be kept confidential. This means that your interview responses will only be shared with my project supervisor and I will ensure that any information I include in my study

does not identify you as the respondent. Remember, you do not have to talk about anything you do not want to and you may end the interview at any time.

Are there any questions about what I have just explained?

Are you willing to participate in this interview?

| INTERVIEWEE | INTERVIEWER | DATE |
|--------------------|--------------------|-------------|
|--------------------|--------------------|-------------|

QUESTIONS

1. Based on your experiences and vast knowledge in the history of this community, can you explain how Owu falls came into existence?
2. What has been the facilities or strategies that have been put in place by the people of the community to access the potentials of Owu falls?
3. Have the facilities and strategies helped in bringing out the potentials of Owu falls? Please explain.
4. Which of the strategies has worked well? Please elaborate.
5. What are the factors responsible for the present state of Owu falls? Please provide a justification for your response.
6. In what ways have the government helped the to upgrade Owu falls? Please provide a justification for this.
7. If the government decides to make Owu falls a first-class tourist center, what are the things you expect the government to do? Please explain explicitly.

8. If Owu falls in eventually turned to a first-class tourist center and made to achieve its potentials, of what benefit would it be to the revenue base of the community as well as the government? Can you give rough empirical estimates based on your experiences?
9. What impacts do you feel Owu falls have on this community? Please be specific.
10. What recommendations do you have for future efforts to increase the potentials of this fall?
11. Is there anything you would like to add?

CONCLUSION

I will be analyzing the information you and others gave me and submitting a draft report to my project supervisor. I will be happy to send you a copy to review at that time, if you are interested.

Thank you for your time.

APPENDIX III

DEMOGRAPHIC INFORMATION FROM THE PARTICIPANTS OF THE FOCUS GROUP DISCUSSION

Age Range (for example 20-30, 31-40, etc): -----

Gender: -----

Marital status: -----

Family size (for example; below 4, 4-8, above 8): -----

Level of education: -----

Occupation: -----

Number of years used in this town (for example; below 5, 5-10, 10-15, 15-20, above 20): -----

Daily income range (for example; below #500, #500-#1000, above#1000): -----

APPENDIX IV

UNIVERSITY OF ILORIN, ILORIN, KWARA STATE

FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF ECONOMICS

FOCUS GROUP DISCUSSION GUIDE

SELECTION CRITERIA: Adults, aged 20-70, who reside in the town and engage in various economic activities in the town.

INTRODUCTION

Good day everyone and welcome to this wonderful session with me. Thanks for taking the time to join me to talk about the problems you are facing in your daily economic activities as well as the measures towards the development of Owu falls. My name is Kuranga AbdulAzeez and I am a final year student of economics in the university of Ilorin, Kwara State.

You were invited because you are active members in the daily economic activities in this community, so you are familiar with the problems as well as the measures towards the development of Owu falls.

There are no wrong answers but rather differing points of view. Please feel free to share your point of view even if it differs from what others have said.

I am recording the session to be transcribed because I do not want to miss any of your comments. People often say very helpful things in these discussions and I cannot write fast enough to get them all down. I assure you of complete confidentiality as this report will only be shared with my project supervisor and I will ensure that any information I include in my study does not identify you as the respondent.

I understand this information and agree to participate fully under the conditions stated above:

Signed: -----

Date: -----

QUESTIONS

1. What do you think about the topic that has brought us here today?
2. Think back over all the years that you have been living in this community and tell us your fondest memory (the most enjoyable memory).
3. Are you satisfied with your current occupation? Please explain with reasons.
4. What are the challenges you are facing in your occupation? Please feel free to express them explicitly.
5. What are the problems you are facing in your daily economic activities? Please explain fully.
6. What can you say is/are responsible for the problems you are facing in your daily economic activities?
7. What strategies do you think the community can adopt towards the development of this important natural monument?

8. Based on the challenges you have been facing, what measures will you recommend for the government so that Owu falls can be developed to meet the world standard?

9. Is there anything you would like to add?

CONCLUSION

Thank you for participating. This has been a very successful discussion. Your opinions will be a valuable asset to the study, and I hope you have found the discussion interesting. I would like to remind you that any comments featuring in this report will be anonymous. Before you leave, please hand in your completed personal details questionnaire.

APPENDIX V

UNIVERSITY OF ILORIN, ILORIN, KWARA STATE

FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF ECONOMICS

Dear Respondents,

APPLICATION FOR FILLING OF QUESTIONNAIRE

I am a final year student in the Department of Economics, carrying out a research work on the topic “Rural tourism development and economic diversification in Nigeria” a case study of Owu falls, Ifelodun Local Government, Kwara State. Kindly fill in the attached questionnaire. This is purely for academic exercise and any information given will be treated as confidential.

Your cooperation is highly anticipated.

QUESTIONNAIRE

INSTRUCTION: please tick the appropriate option as applicable to you

SECTION A

Personal data

1. Age range: (a)20-30 () (b)31-40 () (c)41-50 () (d)51-60 ()
2. Gender: (a) male () (b)female ().
3. Marital status: (a) married () (b) single () (c) Widow/divorce ()

4. Family size: (a) Below 4 () (b) 5-8() (c) above 8().
5. Level of Education: (a) No formal Education() (b) Adult Education()
(c) Primary Education() (d) Secondary Education()
(e) Post Secondary Education()
6. Occupation: (a) Farming () (b) Trading () (c) Tailoring() (d) civil Servant()
(d) Hunting () (e) Others ()
7. Number of years used in this town: (a) Below 4() (b) 5-10() (c) above 10()
8. Daily Income: (a) Below #500() (b) #500-#1000() (c) above #1000()

SECTION B

Please choose the best option that best expresses your view and perception concerning the potentials of Owu falls, factors responsible for the present position of Owu falls and the problems you face in your economic activities. Please tick (√) as follows: Strongly Agree(SA), Agree(A), Disagree(D), Strongly Disagree(SD).

| S/N | POTENTIALS OF OWU FALLS | SA | A | D | SD |
|-----|---|----|---|---|----|
| 1 | Owu falls has the ability to generate income for the community. | | | | |
| 2 | Owu falls has the potential of generating foreign exchange for the country. | | | | |
| 3 | Owu falls has the capacity to serve as the tourism hub of the country. | | | | |
| 4 | Owu falls is capable of eradicating poverty in this community. | | | | |

| | | | | | |
|----|---|-----------|----------|----------|-----------|
| 5 | Owu falls is capable of making Nigeria be at the same level with the United Arab Emirates and other countries that value tourism. | | | | |
| | FACTORS RESPONSIBLE FOR THE PRESENT POSITION OF OWU FALLS | SA | A | D | SD |
| 6 | Poor road network leading to the water fall constitute a factor responsible for the present position of the fall. | | | | |
| 7 | Non-challant attitude of the government is responsible for the present position of Owu falls. | | | | |
| 8 | Inaccessibility of the fall to major road is responsible for its present position. | | | | |
| 9 | The sacred nature of the fall is responsible for its present position. | | | | |
| 10 | The location of the water fall is responsible for its present position. | | | | |
| | PROBLEMS FACED IN ECONOMIC ACTIVITIES | SA | A | D | SD |
| 11 | Lack of adequate power supply affects my daily economic activities. | | | | |
| 12 | Poor road network hinders my economic activities. | | | | |
| 13 | Lack of formal education is a factor that constitutes a problem to my daily economic activities. | | | | |
| 14 | Lack of adequate road network to Owu falls is a problem to economic activities around Owu falls. | | | | |
| 15 | Distance to major road constitute a problem to economic activities in Owa Kajola. | | | | |

APPENDIX VI

T-TEST

/TESTVAL=0

/MISSING=ANALYSIS

/VARIABLES=q2

/CRITERIA=CI (.9500) .

One-Sample Statistics

| | N | Mean | Std. Deviation | Std. Error Mean |
|--|----|--------|----------------|-----------------|
| owu falls has the potential of generating foreign exchange for the country | 40 | 1.8000 | .46410 | .07338 |

One-Sample Test

| | Test Value = 0 | | | | | |
|--|----------------|----|-----------------|-----------------|---|--------|
| | t | Df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| owu falls has the potential of generating foreign exchange for the country | 24.530 | 39 | .000 | 1.80000 | 1.6516 | 1.9484 |