

IMPACT OF TOURISM ATTRACTION ON ECONOMIC GROWTH IN JEBBA COMMUNITY, NIGERIA.

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ABSTRACT

An attraction site is a crowd pooling facility particularly when characterized with attributes that are appealing to visitors and tourist expectations while contrast to these will immensely affect patronage and indeed economic growth. The study explored the perceived impact of tourist's attractions on economic growth in Jebba community, Nigeria with specific emphasis of finding out the influence of these attractions on economic growth in the study area. The study populations were the Village heads, custodians of the attraction sites, and the tourist, while the sample size was 120 respondents. Purposive and accidental sampling methods were used whereby the village heads were purposively sampled, because they would be able to give accurate information about the attraction sites in the area while same purposive sampling was adopted also to sample the custodians of the attraction sites and accidental sampling technique was used to sample tourists. However, only 91 administered questionnaires were retrieved and used for analysis with the aid of Special Package for Social Science (SPSS) and results were presented in frequency, percentage and mean coefficients and further presented in tables. The study reveals the various attractions in Jebba community which was achieved through personal observation. The study further shows the influence of the attractions on economic growth in the study area in which respondents indicated that it enhances tourism activities in the area from the mean coefficients. The study further shows the developmental status where respondents indicated that the attraction sites are partially developed. Conclusively, the challenges facing the management of the sites from the study it shows that poor funding, neglect of cultural heritage sites and lack of skilled personnel in handling issues of tourism were the most challenging problems in the study area respectively. As a result of the above, a number of recommendations were made which included adequate funding of attraction sites by government, creation of awareness to the public of the importance of the attractions, maintenance and conservation of cultural heritage to avoid neglect, providing tourists with quality experience to promote tourism sites and finally, skilled man power should be given opportunity to handle the attraction sites.

Keywords: Attractions, economic, growth, impact, tourist

INTRODUCTION

Tourism over the years has proven to be a surprisingly strong and resilient economic activity and a fundamental contributor to economic growth of nations by generation billions of dollars in exports and creating millions of jobs. Acknowledging these facts, many developing and

developed countries today rely on tourism as an option for sustainable development of their nations (Nairaproject.com, researchClue.com, 2021). Obviously, tourism have been recognized in recent past as a major means of accelerating economic growth through its diverse activities ranging from site viewing, accommodation, transportation and auxiliary services which subsequently improve the revenue earnings of a destination site. Tourism is an essential element in developing the world economy and is one of the leading sources of revenue for advanced and emerging countries (Costa, 2017). The huge benefits generated by tourism has compelled many nations to strengthen their effort n growing their tourism sector and gear up to grab as much of the ever-expanding worldwide tourist market as possible. Tourism as an industry contributes significantly to the country's foreign exchange reserves and provides direct and indirect jobs possibilities to a broad segment of the population. (ScienceDirect, <https://www.sciencedirect.com>, 2023).

Tourism attraction sites stimulates the revenue generation of the destination, provides employment opportunity to the teaming unemployed population, facilitates infrastructural development and enhance social integration through its ability to pool crowd and provide excitement to visitors. Tourism boasts the revenue of the economy, creates thousands of jobs, develop the infrastructures of a country, and plant a sense of cultural exchange between foreigners and citizens (<https://globaledge.msu.edu>, 2019). These essential roles played by tourism is of immense significance to the growth of a country's economy through the multiplier effect emanating from tourist visit to an attraction site. Such visit guarantees the increase in the demand and supply of goods and services, enhance household income, improve the revenue of the host community, accelerate infrastructural development and investment and perhaps leads to significant growth in the economy. Tourism participates in a country's growth and development, primarily by bringing in multiple economic values and benefits and secondly by helpings to build brand values, images and identification in the region (Naseem, 2021). As a significant contributor to economic growth, the tourism industry goes beyond attractive destinations (Khalil, Mehmood and Afia 2007).

The nature of an attraction site coupled with the kind of facilities, excitement and experience to be derived motivates visitors and tourist to patronize such destination and in return, enhance socio- economic activities in the destination. Tourist motivation to attraction sites implies that successful heritage destinations require well-designed heritage attributes as well as the concurrent participation and involvement of tourists in order to flourish socially or economically (Timothy and Boyd, 2003). Tourist visit is the fundamental ingredient towards the actualization and realization of economic benefits in a destination and these is only possible through aggressive marketing of a destination site to persuade potential tourist to appreciate the need to visit such attraction. The marketing of these destinations is centered upon the respective attractions, which become the destination symbol in the minds of tourists. For instance, thousands of visitors fly to Orlando and go directly to Disney World where they spend all their holiday or most of it. As such, these tourists consider their destination to be Disney World. The tourism potential is determined by the sum of all resources (natural, human, cultural, historical, infrastructure) which, in turn, constitutes a destination's tourist offer (Heath & Wall, 1992).

LITERATURE REVIEW

It is no longer an issue of argument on the significant role of tourism towards economic prosperity of every nation across the globe as it has been acknowledged as an instrument of socio economic as well as socio cultural for achieving economic growth in all spheres of human endeavor. It is the general consensus that tourism has been pivotal in social progress as well as an important vehicle of widening socio economic and cultural contacts throughout human history (Amuthan 2011). The importance of tourism attractions as a contributor to economic growth is so widely accepted that year after year throughout the world a massive investment continues to pour in its development (Amuthan 2011). Similarly, Naseem (2021) noted that the development of tourism potentials/ attractions has gained global acknowledgment as a motivation for economic growth, agriculture, energy development and alleviating poverty. In the words of Charles (2023), economic growth is an increase in the production of economic goods and services in one period of time compared with a previous period. Economic growth is the process by which a nation's wealth increases over time (John, 2023). This is only possible through structural and sectorial transformation to enhance productivity in terms of goods and services and subsequently lead to wealth creation.

Adnan and Khan (2013) confirmed that there exists long run relationship between tourism receipt and economic growth; they further explain that the tourism receipt led to an increase in Pakistan's economic growth except for 2006-2008. In similar development, Wang and Ma (2015) found a significant and robust correlation between the GDP in Guihoz of China and the tourist income. WTTC, (2021) opines that travel and tourism plays a vital role in the creation of jobs both including its direct , indirect and induced impacts; it estimated that 1 in 4 jobs created across the world, i.e about 334 million or 10.6% of all jobs, accounted for USD 9.2 Trillions, 10.4% Of global GDP Bayramoglu and Ari (2015) studied the relationship between tourism and economic growth in Greece economy: a time series analysis. The study analyze how and in what way the expenditure of foreign visitors who came to Greece between 1980 and 2013 affected economic growth for Greece. Ganger causality test was used and found substantial one-way causality running from the expenditure of foreign tourist who visited Greece to Greece economic growth at 1% significance level. Similarly, Tang and Tan (2015) as cited by Naseem (2021), conducted a study in Malysian on the relationship between tourism and economic growth using Granger causality test and reported that tourism has a substantial impact on Malysian economic growth in both short run and long run and also indicated that tourism Granger- causes economic growth.

Lee and Syah (2018) examine the mass impact of tourism on the regional tourism destination from the economic and environmental perspective in Indonesia between 1980-2015. The authors adopted co-integration regression analysis, with the aid of Fully Modified OLS (FMOLS), Dynamic OLS (DOLS) and Canonical co-integration regression. The outcome shows a long run equilibrium association between tourism receipts, environmental degradation and economic growth, while in the short run, tourism growth and agricultural land growth has positive relationship. Moreover, Oh (2005) conducted a research on Korean economy where he used Granger causality test and reported that the economy requires long term stability between tourism growth and economic expansion. The Granger causality test further suggested that economic driven tourism growth has a one-way causal relationship. Therefore, the author concluded that The Korean economy does not bear the prospect tourism-led economic growth.

Kreishan (2021) conducted research on tourism and economic growth in Bahrain. He explored Auto-regression Distributed Lag (ARDL) model from 1990-2014 to specifically ascertain the tourism-led growth hypothesis (TLGH). He discovered that there was a strong relationship amid tourism expansion and economic progress in Bahrain and therefore, tourism has a positive relationship on Bahrain's economy.

However, the above highlighted studies were conducted in other parts of the world and dwells on tourism receipts and economic growths, travels and tourism as well as GDP and tourist income and both studies used secondary data, inferential statistics in particular (regression and correlation models) as such constitutes a gap which this study has filled since it was conducted in Jebba, Nigeria and used primary source (questionnaire) as the instrument for data collection and as well the study was channeled towards tourism attractions which serves as a unique area of research particularly in this part of the country. Ordinarily an attraction site is a crowd pooling facility particularly when it is characterized with attributes that are appealing to visitors and tourist expectations. Contrast to these will immensely affect patronage and indeed economic growth. Examining such obvious assertion with considerations to Jebba community is of prime significance.

Arising from the above therefore, it is pertinent to identify tourism attraction and potentials in Jebba community, determine the influence of these attractions and potentials on economic growth and investigate the challenges facing the management of the sites as these will acquaint future researchers with the fundamental knowledge of Jebba community with respect to tourism attractions and economic growth through the objectives achieved and as well add to existing knowledge. It will further provide a solid information to tourism experts and other stakeholders in the industry about the attractions, status and their impact on economic growth as well as the challenges associated with the management of the attractions/ potentials in the destination with a view of designing suitable policies in that direction to further enable the acceleration of tourism impact on economic growth in the destination.

METHODOLOGY

Jebba is a Yoruba/ Nupe city in Kwara and Niger State, Nigeria. It has views of the River Niger and as of 2007 had an estimated population of 22,411. The town has the benefit of being split into North and South Jebba. South Jebba falling in Kwara State and North in Niger State. It is home to a defunct largest paper mill in West Africa, as well as being the proud of home of one of Nigeria's, three Hydro Electric Dams, Powering the whole of Nigeria, every day. It has also a monument to Mungo Park, in remembrance of the shipwreck which took place there, while he tried to trace the source of the River Niger. More recently it has taken in 16 new residents in the form of volunteers from Nigeria and the UK. Jebba's main quality is its mix of Christian and Islamic culture.



Figure 1: Map of Jebba

This study was exploratory in nature. Primary source was used to collect data for the study. The instrument for primary data used was observation and questionnaire. Questionnaire was structured and divided into section A and B. Section A of the questionnaire elicited the personal demographic characteristics of the respondents while the section B consisted of questions directly related to the issues under the research objectives. The questionnaire was prepared in Likert Scale form with a weighted average of 5 as this enables the accommodation of multiple responses for a given variable at a point in time. The study populations were the Village heads, custodians of the attraction sites, and the tourists, while the sample size was 120 respondents. Purposive and accidental sampling methods were used whereby the village heads and custodians of the attraction sites were purposively sampled, because they would be able to give accurate information about the attraction sites in the area and accidental sampling technique was used to sample tourists based on the fact that they are not stationed in the destination. Data collected were analyzed by descriptive statistics such as frequency, percentile, mean coefficients which was considered appropriate as it cater for the entire responses of the respondents to be captured accordingly and further presented in tables for clarity of understanding.

RESULTS

Table 1: Tourism attraction sites in the Jebba

Tourism Attraction in the study area
• Juju rock
• Emirs palace
• Gregorian Bridge
• Paper mill
• Mungo park cenotaph
• Nupe cultural festival
• Colony Hill

Source: personal Observation, (2023)

Table 1 shows the tourism attractions in the study area. The most paramount attractions that can be seen without asking questions is juju rock, Gregorian bridge, Mungo Park cenotaph because they were situated where it can easily be viewed. This implies that people have direct access to these attractions since they are in the open. Such privilege might be detrimental to the well-being and safety of such attractions; particularly Mango Park cenotaph, hence domestication and monitoring could be a better option with special considerations to the peculiarities of the attractions and their location. Such measures would assist to further enhance the realization of economic benefits through these attraction sites in the destination since monitoring is involve. Moreover, it was observed that the attractions need improvement in terms of their developmental status to meet up with contemporary standard as such will pave way towards the enhancement of the dividend to be deduced from the attractions through patronage and subsequently boast economic growth in the destination.

Table 2: Influence of tourism attractions on economic growth in Jebba Community

Variables	1	2	3	4	5	Mean	Rank
It promotes job opportunity	70.0	30.0	-	-	-	4.50	3 rd
It increases demand for goods and services	36.7	47.3	16.1	-	-	4.10	5 th
It enhance tourism activities	83.9	16.1	-	-	-	4.98	1 st
It helps to promote socio-economic values of the society through multiplier effects	73.1	26.9	-	-	-	4.89	2 nd
It helps to organise a unit specialising in the advancement of wealth and property rights	59.1	34.4	6.5	-	-	4.25	4 th
It promotes the standard of living of the people	34.4	29.0	25.8	10.8		3.41	6 th
It encourage investment	36.4	29.5	12.5	11.4	10.2	3.22	7 th
Others (specify)	-	-		-	-	-	-

Source: field survey, 2023

1 – Extremely influential, 2 –Very influential, 3 – Somewhat influential, 4 –, slightly influential 5 – Not at all influential

The table above shows the influence of the attractions and potentials on economic growth in the study area. Respondents with the highest mean coefficient of 4.98 indicated that it enhances tourism activities while the least mean coefficient of 3.22 indicated that it encourages investment. The availability of tourism attraction helps to also promote socio economic ties among the tourists and the host communities. These shows that the presence of those attractions in Jebba community is a blessing to the community as all the measuring variables were statistically positively significant, implying that a coefficient increase in each of the variable will result to an increase in the level of economic growth in the destination and vice versa. Consequently, job creation, increases demand for goods and services, enhanced tourism activities, promote socio-economic values, advancement of wealth and property right, promote standard of living of the people and encourage investment were acknowledged as the influencing factors of tourism attractions on economic growth in a greater magnitude respectively.

Table 3: challenges facing the management of the sites

Variables	VS	S	SWS	M	NS	Mean	Rank
Poor funding	73.1	26.9	-	-	-	4.71	1 st
Poor maintenance of heritage sites	50.5	26.9	22.6	-	-	4.37	4 th
Neglect of cultural and heritage sites/ activities	60.2	39.8	-	-	-	4.60	2 nd
Non - involvement of community in decision making	14.0	18.3	17.2	19.4	31.2	3.35	6 th
Lack of development of heritage sites	55.9	24.7	19.4	-	-	4.32	5 th
Poor investment by stakeholders in tourism sites	16.1	14.0	-	-	70.0	3.23	7 th
Lack of skilled personnel Others (specify)	75.0	21.6	3.4	-	-	4.53	3 rd

Source: field survey, 2023

Note = 1- Very Serious, 2- Serious 3- Undecided, 4- Mild, 5- Not Serious

Table 4 shows the challenges facing the management of the sites. From the study it was confirmed that poor funding, neglect of cultural heritage sites /activities and lack of skilled personnel in handling issues of tourism were the most challenging problems in the study area. These indicated that despite the partial developmental level of the attractions, they are still confronted with crucial problems, particularly neglect which could lead to total collapse in the long run if appropriate measures are not taken. Furthermore, these constraints if not properly addressed, could delay or even deny the achievement of economic growth in the destination.

CONCLUSION

It could be concluded that there are various tourist attractions in Jebba community that has the potential of pooling crowd which would promote economic growth in the destination and their prevailing developmental status, particularly when fully developed would be of great importance in guaranteeing the realization of the full benefits that could accrue and subsequently enhance economic growth in the destination. However, it could further be concluded that tourism attractions have significant positive relationship with economic growth and this finding is in conformity to the findings of Kreishan (2011) who concludes that tourism attractions have a positive effect on the Bahrain economy. Similarly, the findings of Nissan, Miguel-Angel and Maria (2011), they identified that tourism supplies necessary funds to finance firms’ activities, stimulates the local firm’s production and create new job opportunities that increase the country’s economic growth. More over the tourist attractions were confronted with challenges which were crucial to their well-being, which included poor funding, neglect of cultural heritage sites /activities and lack of skilled personnel in handling issues of tourism among others.

RECOMMENDATIONS

The following recommendations were made;

- Adequate funding of attraction sites should be made by government to further improve it developmental status to a well- developed destination site.

- Maintenance and conservation of cultural heritage should be done to avoid neglect.
- Providing tourists with quality experience to promote tourism sites through engaging qualified man power to manage the attraction sites
- The attractions should be domesticated and adequately monitored for conservation purpose.

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