

## Marketing the Tourist Potentials in Ondo State, Nigeria for Effective Development.

Omole, F.K., Amodu, I.E., Olanibi, J.A and Emmanuel, A.A.  
Department of Urban and Regional Planning, Federal University of Technology,  
P.M.B 704, Akure, Nigeria.

### Abstract

The aim of this study is to identify the tourism potentials of Ondo State and make a case for the marketing and development of the State. Stratified sampling method was used to select the surveyed tourist centres among the identified tourism potentials in the state, while random sampling was adopted to collect data and information from tourists and non-tourists at the visited tourist centres. The results show that lack of interest in tourism, low disposable income and the inability of people to know the tourist sites are factors limiting the tourism participation in Ondo State, as revealed by the data collected. The impacts of tourism potentials in the study area included boosting of income, employment and business. The study concludes that tourism participation doesn't depend wholly on the level of income. There are many challenges facing the sector in the study area. Some of which are lack of accommodation, lack of awareness, inadequate water supply, lack of adequate support by both Local and State governments to the tourist centres. The study recommends proper funding of the tourist centres by the state government and supports from the federal government, as well as appropriate packaging and marketing of the potentials of the tourist centres to meet international standards.

**Keywords:** Tourism, marketing, tourism potentials, and development.

### 1.0 INTRODUCTION

Tourism refers to the temporary movement of people away from their usual place of abode to another location for relaxation and leisure purpose (Modupe 1987). Improvements in the transportation system and the development of tourism centers have encouraged the movement of tourists to areas where opportunities for leisure, recreation and adventures are available. The reasons for such movement include the desire for change and relaxation, the desire to treat them to a higher standard of comfort than they are normally accustomed to and the desire to participate in the promotion of business enterprises conferences, political meetings, religions and spiritual activities. However, some tourist's interests are born out of intellectual curiosity to see other cultures and physical attractions from which further knowledge could be acquired.

The tourist sector has over the years grown to become a major industry with significant socio-economic and environmental consequences. According to World Tourism Organization (WTO, 1995) about 25 million people crossed international boundaries for tourism purposes and generated a receipt of about 2 billion US Dollars in 1950. By the year 2002, the international tourist arrivals rose to 718 million while the corresponding receipt was in excess of 474 billion US Dollars. It was predicted in the 1980s that tourism would become the biggest export industry by the year 2000. It was described as the industry of the 21<sup>st</sup> century where world receipts stood at \$3726 billion in 1995 and a figure of \$2.1 trillion is estimated for the year 2010. (WTO)

In the anticipation of the world Tourism Organization's (WTO) prediction and other positive thought on tourism in the nearest future, the development of tourism in the developing countries became a strong challenge to all researchers, government at all levels, various stakeholders, public and private sectors to investigate all their tourist resources for socio- economic development.

In Ondo State, much has not been gained in tourism economically, subject to the fact that their tourism potentials are yet to be harmonized nor located for easy accessibility and marketing. Hence it is the extent to which recreational and tourism activities are recognized that enable development. For Nigeria to attain a greater height in her efforts to revamp the downward economy, tourism should be recognized as one of the strategies that can be employed in the revival process bearing in mind the vast resources available in the country. Emphasis must not only be placed on physical tourist attraction but also on such other areas of tourist potentials like Museums, Heritage and Works of Arts and Culture (Agro tourism) as it is currently the case in other countries of the world. Much attention has not been given to the development of tourism and tourism attractions in Nigeria, Ondo State in particular. The present syndrome whereby government rely so much on the vast tourism resources and attractions in the state without a strong will to invest in their development seems rather impotent and counterproductive to the state economy. Little is done to improve the conditions of the physical tourist centres commonly recognized by the government as tourist spots, while not much recognition is given to the museum, heritage tourism and agro tourism. More importantly, the inability of the government to have a comprehensive overview of what a good tourism entails; such as development of the attraction spots, infrastructure facilities that would help to assist its operational efficiency; Such as, publicity machineries, appraisal of hotel accommodation, good roads, financial commitment, etc. These would have enhanced tourism patronage and availability of tourism infrastructure facilities both at micro and macro levels.

Generally, much has not been done in Ondo State to actually locate and develop the available tourist potentials. A major weakness in Nigeria's preparation for tourism as an industry is that the tourism culture is still very much foreign to the people, tourism is seems to be exclusive preserved for the rich and affluent who can afford both the cost and the time needed for tips. Also, there has been much emphasis on international tourism, characterized by the development of game reserves, sports and construction of international hotels at the expense of home tourism. Hence, it is observed that Ondo State in particular has not benefited from this.

Serious attention has not been focused on the comprehensive inventory of all the tourism potentials in the state, let alone making profit from it. Hence, Ondo State is noted to be among the richest state endowed with tourism potentials in Nigeria. As at now, some of the tourist attractions and potentials in Ondo state are yet to be made known to the public; some are known but not accessible for development while some are being eroded away by nature. Hence, it is the extent to which tourism activities are based on local resources and environment that enable backward linkage with local development efforts. Also, each tourism activity develops toward linkages by creating opportunities for the development of other types of services and trade. In view of this, this paper aims to carry out a thorough investigation of all the tourism resources and attractions for the socio-economic development of Ondo state.

## 2.0 THE STUDY AREA

Ondo State was carved out from the former western region, in 1976, out of which Ekiti State was created. Ondo state is within the South- Western zone of Nigeria bounded in the North and North-East by Ekiti State and Kogi State respectively. Ondo State lies between longitudes 4<sup>0</sup> 30' and 6<sup>0</sup> East of Greenwich Meridian and latitudes 5<sup>0</sup> and 8<sup>0</sup> 15' North of the Equator. The state is entirely within the tropics.

Ondo State consists of 18 Local Government Council where the state's tourism potentials are located. The state is about 370 metres above the sea level. It covers a land mass area of about 13,595 square kilometers. It has Akure as its capital city. The 2006 Population Census put the population figures of Ondo State at 3,441,024, with the breakdown into its component local government areas as shown in table 1.

**Table 1: Population Distribution of Local Government Areas in Ondo State.**

S/N	Local Govt. Area	Local Govt. Hqtrs.	2006 Population
1	Akoko North-East	Ikare	175,409
2	Akoko North-West	Oke-Agbe	213,792
3	Akoko South-East	Oka	82,426
4	Akoko South-West	Isua	229,486
5	Akure North	Iju- Itaogbolu	131,587
6	Akure-South	Akure	353,211
7	Ese-Odo	Igbekebo	154,978
8	Idanre	Owena	129,024
9	Ifedore	Igbara Oke	176,327
10	Ile-Oluji/Oke-Igbo	Ile-Oluji	172,870
11	Ilaje	Igbokoda	290,615
12	Irele	Irele	145,166
13	Odigbo	Ore	230,351
14	Okitipupa	Okitipupa	233,565
15	Ondo East	Bolorunduro	74,758
16	Ondo West	Ondo	283,672
17	Ose	Ifon	144,901
18	Owo	Owo	218,886
	<b>Total</b>		<b>3,441,024</b>

Source: National Population Commission, 2006.

## LITERATURE ISSUES

Tourism as defined by the American Heritage Dictionary of English Language "is the practice of traveling for pleasure and the business of providing service to tourists". Tourism as a concept was first formulated in the period between the World War I and II. The definition put forward by two Swiss Economists, Professors Hunziker and Krapf (1942), was subsequently adopted by the International Association of Scientific Experts on Tourism (AIEST). The body defined tourism "as the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as it do not lead to permanent residence and are not connected with earning activity". Tourism is a leisure activity, involving the movement of people to destinations away from their usual residences. It was promoted by the introduction of regular and paid holidays, increasing income, differences in the seasons, and the breaking down of distance barriers by improved transportation and communication systems (World Tourism Organization Journal, 1995).

Historically, the development of tourism is determined by economic and social factors on the one hand and by the providers of a possible industry. When making an investigation on tourism potentials for the purpose or improving socio-economic status, it is necessary and essential to mention the various aspects of tourism, types of tourism and tourism resources.

Within the context of tourism, it is compatible to study the various recreational centres as they provide sites of attractions to tourists. Hence, tourism impact on physical development, rural integration and provision of opportunities cannot be over emphasized. Transportation, accommodation, communication and other related sectors are composite in demand when tourism as an industry is being developed. It is therefore important to have them developed. These sectors are considerable considered to indirectly inject major boost to tourism industry. They formed the sub-systems on which tourism as a system could be fully developed and articulated.

There are basically two types of tourism resources. These are

- i. Natural resources
- ii. Anthropogenic Resources

Natural Resources are mainly geographical features, which include natural landscape (mountains and valleys etc.), vegetation, oceans and beaches, rivers and river sites, climate and changes in climatic conditions of all the above. They are very useful for tourism development.

Anthropogenic relevancies are artificial or man-made tourist resources, they have their own peculiarities and they differ from the natural tourism resources. Such as cultural heritage, receptive centre, artworks, etc.

Pocock (1991) gives detail account of how developed countries have been marketing their tourism attractions to the world. He pointed out that a place that is not natural endowment could be better enriched in tourism with a well developed and maintained anthropogenic tourism resource (artificial or man-made resources). He noted some countries and their peculiarities for this; Golden Gate Bridge in San Francisco, the Liberty Statue in New York city, Voice of America in Washington D.C and a number of famous sky scrapers in Chicago, all in U.S.A, while London is notable for the popular London Tower, Westminster Abbey, Buckingham palace etc. The tourism industry generates substantial economic benefits to both the host countries and the tourists' home countries. Especially in developing countries, one of the primary motivations for a region to promote itself, as a tourism destination is the expected economic improvement. Accordingly, the World Tourism Organization (WTO), reported that 698 million people travelled to foreign countries in the year 2000, spending more than \$478 billion. International tourism receipts combined with passengers' transport currently total more than \$575 billion. This record makes tourism the world's number one export earner, ahead of automotive products, chemicals petroleum and food. The massive economic development from tourism brings along both positive and negative consequences. But, for the purpose of this research work, the positive impacts would only be discussed, as the negative impacts are the possible adverse effects of tourism activities in those countries where tourism is fully established.

The main positive economic impacts of tourism according to the World Tourism Organization (WTO), relate to;

- i. Foreign exchange earnings
- ii. Contributions to government revenues.
- iii. Generation of employment opportunities.
- iv. Stimulation of infrastructure investment
- v. Contribution to local economies

Tourism expenditures and the export and impact of related goods and services generate income to the host country and can stimulate the investment necessary to finance growth in other economic sectors. Tourism generates employment directly through hotels, restaurants, night clubs, taxes and sales of souvenir and other related items. Also, the supply of goods and services needed by tourism related businesses have been other sources of employment and income generation. According to Emmanuel (2005) observed that in the year 2002, international tourism was the largest export earner globally. This makes it a major foreign exchange earner in the world economy. He observed that some countries in East Africa, such as Kenya, Ethiopia etc thrives on tourism, as substantial fraction of the population is dependent on it for employment and income generation. These countries earn a great deal of foreign exchange from tourism. The same source observed that, tourism is more developed and therefore generates more income in the continents of Europe and America: other dimension of tourism, especially space tourism is fast springing up. Those advanced countries of the world such as USA, are committing huge investments into researches and the developments of the space tourism systems.

Government revenues from the tourism sector can be categorized as direct and indirect contribution. Direct contributions are generated by taxes on incomes from tourism employment and tourism business, and by direct levies on tourists such as departure taxes. Indirect contributions are those originated from taxes and duties levied on goods and services supplied to tourists.

The rapid expanse of international and domestic tourism has led to significant employment creation. Tourism can induce the government to make infrastructure improvements such as better water and sewage

systems, roads, electricity, telephone and public transport networks, all of which can improve the quality of life for residents as well as facilitate tourism. Tourism is significant and forms an essential part of the local economy. As the environment is a basic component of the tourism industrial's assets, tourism revenues are often used to measure the economic value of protected area.

Onwofonwan, et al (1998) viewed tourism as an important component of modern economies, creating in several countries high net returns. Thus, any nation wanting to diversify its economic base, make efforts to access the potential of natural resources available for tourism and other uses.

#### **4.0 RESEARCH METHODS**

The type of research design employed in this particular study is survey design. The study population in this research work was to include all the available tourism potentials in the state ranging from the physical (natural) to anthropogenic (man-made) tourism resources, but as a result of the wider coverage of the study area, the field survey is limited to the four (4) tourist centres that have touches of development by the state government and the public sector. These centres include Idanre hills at Idanre, Oke-Maria at Oka Akoko, Ebomi lake at Ipesi and Igbo Olodumare at Oke-Igbo. Efforts were made to collect relevant information on other tourist attractions. This is to provide necessary information and provide basis for further research work and for the effective planning of tourism industry in Ondo state.

**Table 2: Tourist attractions in Ondo State**

S/N	Tourist attraction Type A (Natural)	S/N	Tourist attraction Type B (Cultural)
1	Idanre Hills	1	Arigija Festival
2	Ebomi Lake	2	Imole
3	Oke Maria	3	Ajagbo
4	Igbo Olodumare	4	Igogo
5	Igbokoda Water Front	5	Agheregbe
6	Cave of Ashes	6	Olokun
7	Deji's Palace	7	Egungun
8	Owo Museum	8	Omojao
9	Oyemekun Rock	9	Orosun
10	Alagbaka Cenotaph	10	Obitun
11	Ayetoro Sandy Beach	11	Ogun
12	Ifon Game Reserve	12	Olofin
13	Victory Garden	13	Ere
		14	Malokun
		15	New Yam Festival

Source:(i) Ministry of Tourism and Culture Akure, update to 2013

(ii) Field update by the authors.

Essentially, the sources of data for this research were both primary and secondary data. The primary data were obtained by personal observation and the administration of multiple-choice questionnaires. Stratified sampling method was used to select the surveyed tourist centres among the identified tourism potentials in the state, while random sampling was adopted to collect data and information from tourists and non-tourists at the visited tourist centres. 105 questionnaires were structured on the socio-economic characteristic of tourists at the four surveyed site. A total of: 40, 20, 30 and 15 tourists were randomly selected at Oke-Maria, Ebom-Lake, Idanre hills and Igbo-Olodumare respectively. This was based on the level of their patronage. There were 150 questionnaires administered randomly to non-tourist in Akure, the state capital, this is to ascertain the reasons behind the small number of tourism patronage in the state and the reasons why tourism industry has been embraced. To be more factual, questionnaires were structured on the tourism administration in the state. This includes Tourism Board and the Management Staff of the four tourist centres visited. This is to ensure that adequate information that pictured the level of development of these centres was collected. Therefore, in all, 260 copies of questionnaires were prepared and administered, 230 were returned, representing 80% of the sample size.

The secondary data were obtained from textbooks, project dissertations, seminar papers, journals and research materials on tourism development in different part of the world. Useful information was obtained from internet and relevant agencies connected with tourism industry in Ondo state.

**Table 3: Breakdown of the administered questionnaire**

Type of Respondents (A)	Tourist Location	Total Questionnaire	Questionnaires Returned	Not Returned
Tourists	Oke Maria	40	31	9
Tourists	Ebomi Lake	20	12	8
Tourists	Idanre Hills	30	25	5
Tourists	IgboOlodumare	15	8	7
Non-tourists B	Subtotal	105	76	29
Tourism Board		1	1	
Management staff		1	-	1
Management staff		1	1	-
Management staff		1	1	
Catholic missionary		1	1	
Non tourists		150	150	
	Grand Total	260	230	30

Source: Field survey, 2013.

In order to analyze the data that were collected in the course of the research; both descriptive and inferential statistics were used. Tables and chart were employed to present the magnitude of occurrences of the variables that were obtained. Chi-square analysis ( $\chi^2$ ) was employed to test for hypothesis:

Ho: Tourism patronage is not dependent on income

Hi: Tourism patronage is dependent on income.

## 5.0 DISCUSSION OF FINDINGS

Major Tourist Centres in Ondo State as shown in the table 2 are of importance in the study area. Four (4) out of these have been considered for thorough investigation in this research work, based on their peculiarities as earlier mentioned. These include; Idanre Hills, Oke-Maria, Igbo- Olodumare and Ebomi Lake.

### 5.1 Idanre Hills

Idanre hills are presently the most popular tourist centre in Ondo State. The site has been accorded topmost by the state government in her tourist development programs since the year 1998 to date. The hills divide Idanre into old settlement at the top of the hills while the new settlement is at the base of the hills. The hills are awe-inspiring and picturesque with steep sided bare insulators. It offers a beautiful view of Idanre settlement down the hills. "Oke Idanre" consists of unique peculiarities and various attractions to tourists. These include:

- i. The 17<sup>th</sup> Century Kings Palace.
- ii. Intriguing 'Agboogun' footprints on the rock.
- i. Strange written words on the rock
- ii. Ark of Noah
- iii. Guest Chalets
- iv. Great 640 Steps

The ancient king's palace is believed to have been built in the seventieth century. The palace commands unique features, which possesses architectural value. Within the palace are the ancient clans and designs of various types which symbolize customs and culture of Idanre people and the Yoruba at large. The footprint of a great ruler of Idanre (Oba Agboogun) is also on the top of the hill. The Oba then invoked his power into the foot on soft eruption (Lava flow). This left behind a footprint on the rock. It is widely believed that any size of foot, either big or small is bound to be accommodated by the print. It is believed that the footprint changes invisibly in shape and size but anyone whose foot could not be accommodated in the footprint is either a witch or wizard. The position of this print on the hills is not easy to locate. The writing on the rock is strange and clumsy that no one has ever understood it's meaning, even when it is conspicuous. In the recent time, those letters are becoming invisible to the naked eye. It was also gathered that Archaeologist believed that the writing must have taken place before the eruption. This is a symbol widely believed by the people of Idanre to be the famous Ark of Noah in the Bible. History is yet to ascertain or denies the authenticity of this believe. However, the awe-inspiring object is fascinating enough to attract first time visitors for a second visit to the tourist centres.

### 5.2 Ebomi Lake

Ebomi Lake is among the famous physical natural resort centres in Ondo State. It is located at Ipesi in Akoko South-East Local Government Area about 4 Kilometres away from Isua, the headquarters of the local government area and it is about 92 Kilometres away from Akure, the state capital. The lake is estimated to be 1600 meters in length and 40 meters width (64000 square meters area). It is referred to as bottomless, mostly in the rainy season. Ipesi people believe that the lake has a spiritual power which had protected the villagers in the past during wars. They equally believe that the soldiers of the unseen spirit in the lake had fought and won several wars for them in the past. Also, the lake's deities give the villagers different gifts like fish, children, fowls

and abundant farm yield, it has supernatural power to heal all sorts of diseases. In this regard, there is a priest to appease it for maximum protection of Ipesi people.

### 5.3 Oke Maria (St Mary's Hills)

Oke-Maria is a tourist center effectively occupied and managed by the Roman Catholic Mission. The hill is located at Oka-Akoko, the Local Government Headquarters of Akoko South West. It was gathered that Oke Maria was discovered in 1916 as a place good for special devotion, spiritual retreat and prayers. This centre is dedicated to offer prayers to the Blessed Virgin Mary.

### 5.4 Igbo-Olodumare

Igbo Olodumare is an ancient forest preserved by the state government for tradition and historic reasons. This tourist site is located in the northern part of Oke-Igbo Town, Oke-Igbo is a neighbouring settlement to Ondo Town. Major attractions in the forest have been influenced by the historic write-ups of Late D.O. Fagunwa (Yoruba foremost fiction writer) which has given credence to the supernatural importance of the forest in the preservation of culture and tradition. It was also gathered that, Igbo-Olodumare is never combustible by drought, no matter the length of the drought. It is equally believed that the spirit of this forest is a security to the people of Oke Igbo. Other peculiarities of this forest include; 'Enu-Ibode' (Entrance gate), Ireke-Onibudo (cane sugar farmland), great cave of Akoni-Meje (house of seven warriors).

### 5.5 Socio-Economic Attributes of Tourist

Table 4 shows that age groups 20-39 and 30-39 years were the predominant groups involved in tourism in the study area. This is perhaps the most active groups of the population. Similarly, Table 5 shows that the self employed were the most involved tourists followed by the students and the civil servants. Table 6 examines the educational background of the tourists and reveals that people with secondary school and post secondary school were predominantly tourists in the study area.

Figure 1, shows the gender composition of the tourists in the study area. According to this figure, males have 60.5% of the gender tourists. Concerning the patronage of *Idanre hills*, male's tourist doubled that of females because of the involvement in some strenuous activities of climbing the hills. On the other hands, the patronage to *Oke-Maria* shows higher involvement of female, probably because it is more of religious activities.

Table 7 examines the factors limiting tourist participation in Ondo State. Six major factors were identified and ranked. On the top of the list is 'little or no interest in tourism activities', followed by 'tourist sites unknown', thirdly by 'inadequate time. Others were 'low income', 'fear of crime and insecurity' and lastly, the 'problems of transportation'. Based on these, some policy recommendations were put forward at the tail end of this report to address these issues.

**Table 4: Age Structure of Tourists**

Tourist centre	<10yrs	10-19yrs	20-29yrs	30-39yrs	40-49yrs	>50yrs	Total
Oke Maria	2	4	10	7	4	4	31
Ebomi Lake	-	2	6	1	3	-	12
Idanre Hills	-	4	12	6	4	-	25
Igbo-Olodumare	-	1	3	1	1	2	8
Total	2	11	30	15	12	6	76
%	2.6%	14.5%	39.5%	19.7%	15.8%	7.9%	100%

Source: Field Survey 2013

**Table 5: Employment status of tourists**

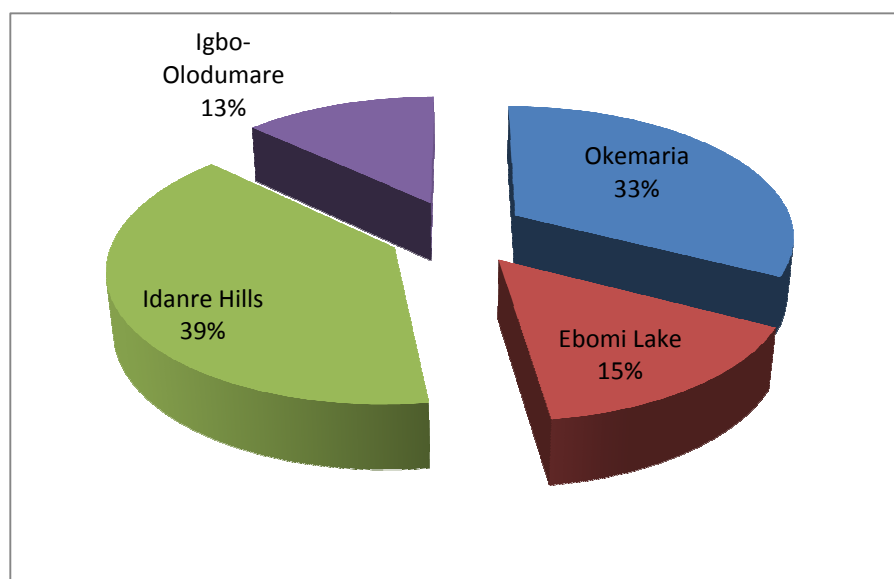
Tourism centre	Student	Civil servant	Self employed	Unemployed	Total
Oke Maria	7	3	19	2	31
Ebomi Lake	4	2	6	-	12
Idanre Hills	9	4	12	-	25
Igbo-Olodumare	2	2	4	-	8
Total	22	11	41	2	76
%	29.0%	14.25%	53.90%	2.6%	

Source:- Field Survey, 2013.

**Table 6: Showing educational background of tourists.**

Tourism centres	Primary school	Secondary school	Post secondary school	Illiterate	Total
Oke Maria	2	16	10	3	31
Ebomi Lake	-	6	5	1	12
Idanre Hills	3	10	12	0-	25
Igbo-Olodumare	-	4	4	-	8
Total	5	36	31	4	76
Percentage	6.58%	47.37%	40.79%	3.26%	

Source:- Field Survey, 2013.



**Figure 1: Gender Composition of Tourists**  
Source: Field Survey, 2013

**Table 7: Factors Limiting Tourism Participation in Ondo State.**

S/N	Factors limiting tourism participation	Respondents	%
1	Inadequate time	91	18.8%
2	Lack of easy transportation	41	8.47
3	Tourist site unknown	101	20.86
4	Fear of crime/unsafe security	42	8.67
5	Low disposable income	89	18.38
6	Little or no interest in tourism	120	24.79
		484	100%

Source: Field Survey, 2013. Note: The percentage calculated is based on 484 frequencies of 150 questionnaire administered on non-tourists in Akure.

General Observation during this research reveals the problems of inadequacy of link roads and transportation challenges, poor water supply at tourist centres, poor and inadequate hotel accommodation for tourists, lack of office accommodation for tourists' staff and problems of parking spaces.

#### 5.4 Test of Hypothesis

The major hypothesis tested in this study was aimed at confirming the validity of statements about relationships and associations that exist between tourism and testable variables collected on respondents. Tourism was considered as dependent variable while other bio-data collected on tourists were considered as independent variables.

The major concerned here was to validate whether relationship exists between the level of tourists' patronage and their income. Thus, the study postulated that:

H<sub>0</sub>: There is no significant relationship between the level of patronage and the income of tourist.

H<sub>1</sub>: There is.

For the purpose of testing this above hypothesis, the income of randomly sampled 76 tourists at the four tourist centres in Ondo State were considered. The figures obtained from respondents are as presented in contingency tables 8, 9 and 10.

**Table 8: Income of tourists per Annum**

Tourist centre	<₦96,000	₦96,000- ₦159,000	₦150,000- ₦200,000	>₦200,000	Total
Oke Maria	12	10	6	3	31
Ebomi Lake	1	8	2	1	1
Idanre Hill	9	7	6	3	25
Igbo-Olodumare	3	4		-	8
Total	25	29	15	7	76
%	32.9%	28.2%	19.7%	9.2%	

Source: Field Survey, 2013. ₦= Nigeria Currency, ₦158 = \$1(U.S Dollar) street price.

**Table 9: Expected Incomes (Calculated from Table 8 above)**

Tourist centre	<₦96,000	₦96,000- ₦150,000	₦150,000- ₦200,000	>₦200,000	Total
Oke Maria	10.197	11.828	6.118	2.855	31
Ebomi Lake	3.947	4.578	2.368	1.105	12
Idanre Hill	8.223	9.539	4.934	2.303	25
Igbo-Olodumare	2.63	3.052	1.578	0.736	8
Total	25	29	15	7	76

$$\text{Using } fe = \frac{fr fc}{N}$$

Where fe = expected frequency

fr = total row frequency

fc = total column frequency

N = total frequency

The test statistics for chi-square ( $\chi^2$ ) test of independence and homogeneity used to test the hypothesis is given as  $\chi^2 = \sum (Fo - Ft)^2$

Where Fo = frequencies observed

Ft = frequencies expected (see table 10)

**Table 10: Chi-square ( $\chi^2$ ) Test Statistics**

Fo	Ft	Fo - Ft	$\frac{(Fo - Ft)^2}{Fr}$
12	10.197	1.803	0.3188
10	11.828	-1.828	0.2825
6	6.118	-0.118	0.0022
3	2.855	0.145	0.0074
1	3.946	-2.947	2.2004
8	4.578	3.422	2.5580
2	2.368	0.368	0.5718
1	1.105	0.105	0.0099
9	8.223	0.777	0.0734
7	9.539	-2.539	0.6758
6	4.934	1.066	0.2303
3	2.303	0.697	0.2109
3	2.631	0.369	0.0517
4	3.052	0.948	0.2117
1	1.578	0.578	0.736
0	0.736	-0.736	8.9872
76	76	0.00	

From the above computation, the computed  $\chi^2$  test of independence and homogeneity =

$$d.f = (r-1) (c-1)$$

$$(4-1) (4-1)$$

$$(3) (3)$$

From  $\chi^2$  table using 0.05

$$\chi^2_{0.059} = 16.919$$

Since the table value of 16.919 are greater than the calculated value of 8.987 the null hypothesis (Ho) is accepted. That is, tourism patronage (at this level) is not dependent on income.

From the analysis above, there is clear indication that tourism participation did not depend wholly on the level of income

## 6.0 RECOMMENDATIONS AND POLICY GUIDELINES

The Following recommendations are put forward generally on the four tourist centres ( Idanre hills, Ebomi Lake, Oke-Maria and Igbo-Olodumare) .

- ❖ The Ondo State government should ensure that these tourist centres are linked with good roads to allow easy accessibility of tourists from all parts of the world. This would be a good marketing strategy to attract patronages to the tourist centres.
- ❖ Water supply should be made adequate for the consumption of tourists.
- ❖ Accommodation should be made available for the tourists. If this is provided within the tourist centres, it will generate income to the management of the tourist centres and to the state government. Apart



from this, tourists mind will be at rest that accommodation is available for them within the tourist environment and there will be no need of looking for hotel accommodation in the city, this also gives them the assurance of security.

- ❖ Office accommodation, with sophisticated working equipments should be made adequate for the staff, for comfortability and smooth running of the tourist centres.
- ❖ Provision should also be made for organized parking spaces at each of the tourist centres.
- ❖ The state government should also ensure that the tourist centres are maintained and renovated regularly to ensure continuity.
- ❖ Awareness capable of attracting tourists from near and far should be duly created. Like creation of website displaying the facilities available, radio and television advertisement. Others include pasting of postal and installation of the bill boards at strategic junctions or roads linking each of the tourist centres.
- ❖ The public should be enlightened through the creation of public enlightenment programme on the importance and benefits of tourism. This could be done with the help of the National Orientation Agency (NOA); which is a good government marketing agency.
- ❖ In order to ensure efficient management, the Ondo State government should train personnel on how to manage tourist centres. .
- ❖ Ondo State government should partner with the Federal Ministry of Tourism and Culture in order to improve the various activities of the festival in these tourist centres to meet both national and international standards, especially at Oke-Maria and Idanre hills.
- ❖ The usual annual 'Mare Festival' on the Idanre hill should be celebrated in a mega form. The organizers of this festival should create awareness on radio and television stations in Nigeria. Awareness should also be created on the internet, so that foreign tourists will come and witness the festival. Sporting activities like football matches, marathon race, relay race, long jump etc should be organized alongside with the usual events of this festival. This would be a good marketing strategy to show case the potentials of the state.
- ❖ Private sectors should also render support or collaborate with the organizers of this festival in order to promote it.
- ❖ The Ondo State government should ensure that, each of these tourist centres are developed to meet the national and international standards. This is a way of marketing the tourism potentials in the state.

## **7.0 CONCLUSION**

It is an indisputable fact that tourism is a factor of development, due to this fact; Ondo State Government should conserve and maintain her available tourist centres and the resources.

This research work has assessed the tourism potentials in Ondo State, Nigeria. The State government can boast of its tourism potentials if they are well developed and efficiently managed. If this is done, it will attract tourists from all parts of the country and beyond. It will as well increase and boost the economy of Ondo State and the income generation of the people would improve. It will also provide employment for the teeming unemployed youths, and the country will benefit directly from this, particularly in the area of wealth creation, employment, income generation and poverty reduction. Without any iota of doubt, the proper planning, management and development of this sector will take the country to a fulfilling future.

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