
EVALUATION OF IMPACT OF TOURISM ON THE QUALITY OF LIFE OF THE HOST COMMUNITY RESIDENT IN IDANRE, ONDO STATE, NIGERIA

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ABSTRACT: *Previous studies across the world have highlighted the relationship between tourism, community development and resident quality of life. In Nigeria, this relationship has not been widely investigated as a subject of tourism research. Therefore, the study investigates the impact of tourism on the quality of life of the host community in Idanre. The study adopts survey research design using qualitative (interview) and quantitative (questionnaire) methods. The findings reveal that cultural festivals celebrated at Idanre hill and the attraction site have a lot of impact on the socio-cultural and spiritual benefit (such as contributing to cultural preservation and boosting the morale of the community) which influence the quality of life of the community resident positively. In conclusion there is a significant relationship between perception of community residents about tourism impact and their age distribution and involvement in tourism business and activities which is validated by social exchange theory.*

KEYWORD: quality of life, tourism, tourism impact, social exchange theory

INTRODUCTION

The potential backward and forward relations with many sectors of the economy of tourism industry are widely recognized as an important instrument for socio-economic growth (Kim, 2002). This makes it possible to increase jobs, income, local economic growth and improve the quality of life. Nigeria is looking at tourism as a potential alternative income earner and it is assumed, as averred by Eromosele (2014), that if Nigeria gets its tourism sector right, besides agriculture, tourism will increase employment. In this regard, tourism can enhance the multiplication of infrastructure to tourist destinations in rural areas, which are usually areas with no facilities and which can improve the quality of life of the community and its residents (Hawkins and Mann, 2007). Many developing countries believe tourism can help their economies grow because the industry is a source of revenue generation and tourism products can be produced locally (Aref, 2011). The focus of tourism studies has now changed from the mere economic benefits of tourism to the wider social, cultural and environmental effects of tourism on the quality of life of local residents (Jenkins, Hall and Troughton, 1998). The quality of life is the level of well-being felt by a person or group of people (Delibasic, Karlsson, Lorusso, Rodriguez and Yliruusi 2008).

Tourism contributes significantly to the social life of residents by offering opportunities for social contact, personal growth and personal identity development (Kim, 2002). In one way or

another, tourism affects the quality of life of people in a community. Perdue, Long, and Kang (1999) studied how the perception of community safety by residents, shifts in job opportunities, social conditions, and community congestion affected their quality of life. Their results revealed that community safety, cultural conditions, and community engagement were the key characteristics influencing the QOL of residents. A research conducted by Kim, Uysal, and Sirgy. (2013) suggests that the quality of life has four dimensions, namely material well-being, well-being of the environment, emotional well-being, and health and safety. The study found that the quality of life has an immense influence on material and emotional well-being. A research by Khizindar (2012) in Saudi Arabia, on the other hand, found that tourism has little effect on local residents' quality of life and satisfaction. Few study have addressed the effect of tourism on enhancing the quality of life of residents in a community.

The purpose of tourism growth in Nigeria has generally been about generating income for the national good. In reality, most local tourist sites are operated by international tour companies, with most of their revenue repatriated to their home countries (Eromosele, 2014). As a result, it has not been a high priority to improve the host communities, their quality of life and their satisfaction with tourism. Many local populations have been exploited of their national and natural goods. Consequently, local people, particularly when they have not benefited from the fruits of that production, have become more vocal in their opposition to the growth and activities of tourism. Previous studies across the world have highlighted the relationship between tourism, community development, and resident satisfaction. In Nigeria, these relationships have not been investigated widely as a subject of tourism research. Therefore, this study will evaluate the impact of tourism on the quality of life of the community of study residents and community satisfaction towards tourism development. It will be achieved through the following specific objectives:

1. Identify the socio cultural value associated with Idanre Hill.
2. Examine the perception of community residents about tourism impact on the community
3. Determine the influence of socio-economic and environmental impact of tourism on the living conditions of the community residents of a tourist destination.
4. Determine the level of community satisfaction in relation to tourism impact and development in the community.

Hypothesis

H₀₁: The perception of residents about the impact of tourism is not related to their age and their level of involvement in tourism activities

LITERATURE REVIEW

Tourism is an industry which is dynamic. It creates opportunities for jobs, increases tax revenue, and encourages economic diversity. It has very distinct, positive and negative, or even mixed impacts. However, tourism should support the enhancement of the quality of life of residents from a national, regional or local planning point of view (Puczko & Smith, 2001). In much of the academic literature on the effects of tourism, the idea of quality of life is implicit. In two categories, the literature on tourism examined the quality of life. The first research group deals with the relationship between the activities of tourism and the quality of life of visitors. These works presume that visitors indulge in tourism activities and visit tourist sites in order

to enhance their mental and physical quality of life (Griffin and Stacey, 2011). The second work group analyzes the changes in the quality of life of local people living in tourist areas triggered by experiences with tourism (Kim, 2002). The contributions that tourism brings to different aspects of the quality of life of destination residents have been discussed in some depth by tourism academics (Moscardo, 2009). According to Constanta (2009), tourism can improve the quality of life that takes place in a variety of ways: rest, relaxation, recreation, development of knowledge and a sense of beauty, aesthetic feeling. The quality of life is measured by well-being, life satisfaction, happiness, and the absence of sickness, according to Argyle & Lu (1990). Aref (2011) explored the perceptions of local residents of tourism's economic, social, cultural and environmental impacts in relation to the quality of life of the residents. The findings of the study show that the people of the city have a favourable view of tourism because they benefit from tourism businesses.

Social Exchange Theory

The theory of social exchange suggests that individuals or groups prefer to exchange their help for initiatives in return for the benefits they obtain from such initiatives. In other words, the support for tourism by local residents would rely to a large extent on the benefits they get or are likely to get from tourism. It is therefore by evaluating the economic, social, cultural and environmental issues that a community's residents determine whether or not to encourage tourism projects (Lee, 2013; Frauman & Banks, 2011; Nunkoo & Ramkissoon, 2011). The expectations and attitudes of the local population could determine the degree of the acceptability of tourism by the host community and thus support it (Andriotis, 2005). In researching the quality of life relationship between tourism and the environment, the theory of social exchange has been seen as a more suitable theoretical structure. It identified the perceptions of residents of positive and negative attitudes in relation to the impacts of development on tourism (Ap, 2002; McGehee and Andereck, 2004; Andriotis, 2005). Ap (2002) stated that "residents assessed tourism in terms of social exchange, that is, assessed it in terms of expected benefits and expenses in exchange for the services they provide." The higher or more balanced the exchange of tangible or intangible assets, the more positive the effects of tourism were seen by residents, so the residents were keen to encourage more tourism development as to exchange beneficial for their well-being (Chanwing, 2009). According to a Colorado community study by Perdue, Long and Allen (1990), personal benefits were closely linked to the perceived impact of tourism. Resident attitudes have been formulated through a combination of perceptions of economic, social and environmental impacts. The relationship between the perception of community resident about impact of tourism and the quality of life of the community resident will be examined using the theory of social exchange.

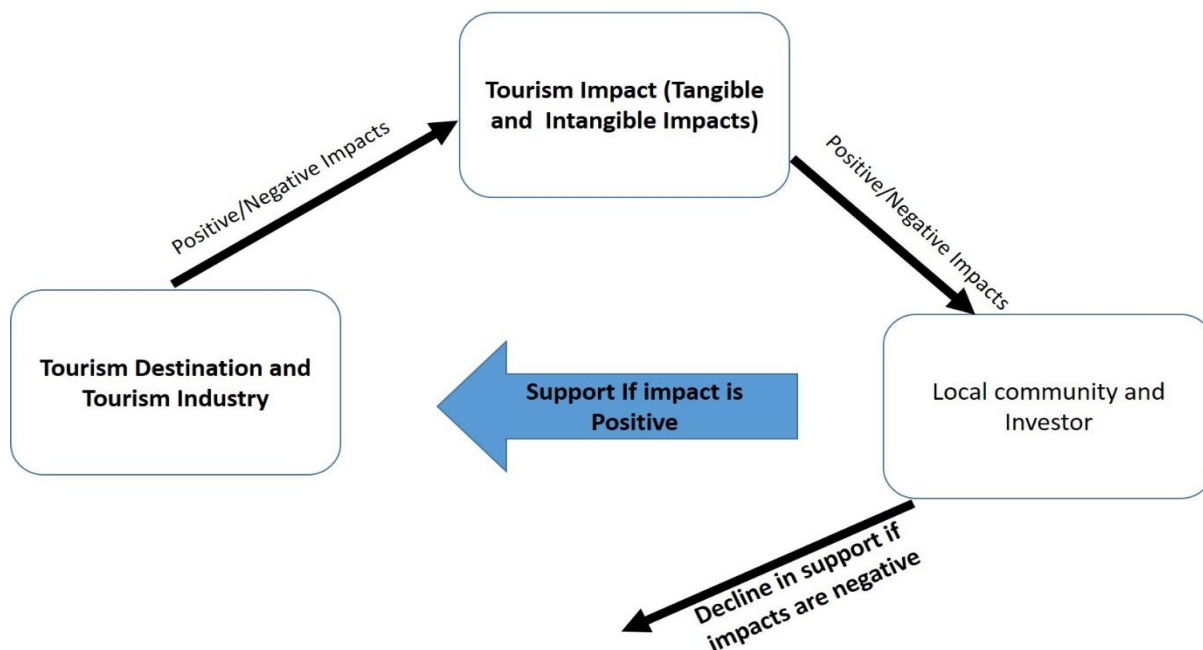


Figure1:Social Exchange Theory (Set) In Relation To Perception of residents Towards Tourism Impact
Source: Agboola (2017)

Theoretical Framework

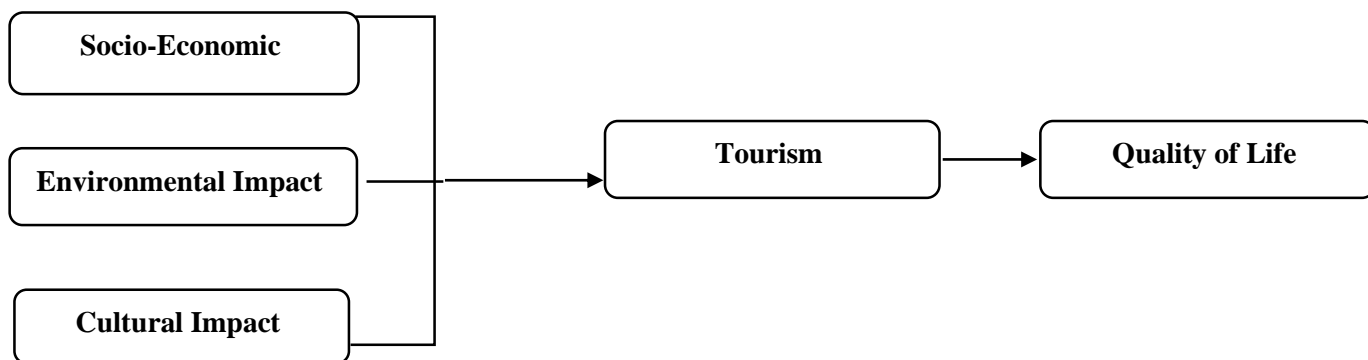


Figure 2: Theoretical Framework adapted from Ap and Crompton's Framework (1998)

RESEARCH METHODOLOGY

Due to the social nature of the research issue, it involves describing the subjects' opinions on the impact of tourism on the quality of life of the host community. Therefore, the study employed the case-study research design which includes qualitative (questionnaire) and quantitative research method (interview). Primary data were obtained through organized fieldwork involving questionnaire administration and interviews with indigenous people, residents and migrants. The secondary data was obtained from journals, articles, internet sources, state tourism agencies record and documents, and other documents relevant to the

thesis. The sample size was selected using simple random sampling techniques while the sample size was selected using taro yamane formula.

$$n = \frac{N}{1 + N(e)^2}$$

Where,

n = Sample size (203 sample size)

N = Population size (population of the community as per census 2006 is 129,795)

e = Sampling error (Margin of error is 0.07 based on 93% confident level)

The data collected was analysed using descriptive and inferential statistic. Frequency distribution tables and cross-tab analysis were used to present the number of respondents and their field opinions.

RESULT OF FINDINGS

Perception of Community residents about Tourism Impact

Table 1: Descriptive statistic of perception of host community about tourism impact

	Mean	Std. Deviation	N
Increase source of income	4.06	1.083	200
Tourism create more employment opportunity	3.97	1.032	200
Tourism increase level of investment and entrepreneur	3.44	1.344	200
Create chances to interact with different people	4.36	.814	200
Improve sense of pride of the resident of the community	4.55	.755	200
Contribute to development of infrastructure and amenities	3.59	1.118	200
Increase illegal activities and congestion	1.79	.982	200
Contribute to destruction of environment	1.71	.889	200
Enhance environmental preservation	3.81	.849	200
Increase level of pollution	1.70	1.144	200

Source: Field survey, 2017

The table above shows the mean and standard deviation value of the perception of host community about impact of tourism. The mean of the respondent response for each question shows that most of the respondent “strongly agree or agree” that tourism increase source of income, create employment opportunities, increase level of investment, and chance to interact with different people then improve sense of pride and boost morale of the host community but they “strongly disagree or disagree” that tourism increase illegal activities, contribute to destruction of environment and increase pollution. The result reported here is consistent with previous research findings (Akmal, Othman and Filda, 2011), it reveals that resident have a strong positive perception with regard to socio, economic and cultural impact of tourism, but negative with regard to environmental impact.

Effect of Socioeconomic and Environmental impact of Tourism on the living condition (standard of living) of the host community

Table 2: Descriptive statistics for living conditions

living conditions	Mean	mode	std. deviation	n
health status	3.13	3	.718	200
income level	2.24	2	.897	200
change in lifestyle	2.64	3	.757	200
social lifestyle	2.76	3	.816	200
safety and security	3.30	4	.789	200
leisure activities	2.36	2	.951	200
environmental conditions	3.26	3	.650	200
material wellbeing	2.44	2	.761	200

Source: field survey, 2017

Table 2 shows the descriptive result of the sampled respondent living condition. The mode of the sampled population 3.13 accepted that their health status is high, 2.24 claim that their income level is low, 2.64 admitted that their change in lifestyle is high, 2.76 also claim that their social lifestyle is high. the highest frequency or response mode of the population claim their safety and security is very high, 2.36 mean of the population accepted that their level of engaging in leisure activities is very low, 3.26 said that their environmental condition is high while 2.44 agree that they material wellbeing is low.

The study reveal that majority of the resident claim that their living condition in term of their health status, social lifestyle, change in lifestyle, safety and security and environmental condition is up to standard but their income level, material wellbeing and leisure activities is very low and not up to standard. The study indicate that the living condition of the community resident is high (i.e., good) and it influence their quality of life. this result support Nkemgu (2015) and Aref (2011) study, which noted that tourism have a positive impact of the community resident quality of life through it contribution to the preservation and conservation of environment, safety and security effect and creating for resident to meet and interact with people which influence their social lifestyle and causes changes in their lifestyle.

Community Resident Satisfaction with Various Living Conditions

Table 3 Community resident satisfaction with various living condition

	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied
Your job	6%	14.5%	9%	30.5%	40%
Your level of income at your current job (s)	16%	33.5%	11.5%	21%	18%
Your job security	6.5%	11%	11%	45.5%	26%
The cost of basic necessities such as food, clothing etc.	40%	38%	6%	10.5%	5%
Social lifestyle	5.5%	20%	3.5%	61.5%	9.5%
Safety and security in your community	4.5%	11.5%	3%	46%	35.5%

The level of accident and crime rate in your community	17.5%	26%	7.5%	40.5%	8.5%
The environmental condition (air, water) in your community	3.5%	5.5%	5.0%	61.5%	24.5%
The facilities and amenities you get in the community	44.5%	38%	3%	10.5%	4%
The services you get such as transportation, health etc.	18%	23.5%	8%	44%	6.5%
Your spare time	11%	30.5%	13%	39.5%	6%
Leisure activities in your community	13%	38.5%	5%	35%	8.5%
Cultural activities and benefit you get and engaged in.	26%	16%	4%	24.5%	29.5%

Source: Field survey, 2017

The result of the findings shows that the community resident are satisfied with their job, job security, social lifestyle, safety and security, environmental conditions, cultural activities and other services they got. But the residents indicate their un-satisfaction with some of the quality of life indicator with regards to their income level, the cost of basic necessities, availability of facilities and amenities, leisure activities. The resulted is related to previous study by Kim (2002) and Cummins (1997) which examine the life satisfaction of host community with a particular life domain such as material wellbeing, community wellbeing, health and safety wellbeing etc. Their study shows that the host community are satisfied with health and safety wellbeing.

Table 4: Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	680.292 ^a	400	.000
N of Valid Cases	200		

Source: Field survey, 2017

Pearson chi-square was used for the testing of hypothesis. The result shows that the chi-square value for the significant relationship is 680.292 with a degree of freedom of 400 and the significant level is 0.00. Since the significant level is less than 0.005 ($P \geq 0.05$), this implies that significant relationship exist between perception of community resident about impact of tourism and their age distribution and level of involvement in tourism business. Hence the null hypothesis (H_{01}) which state that “*The perception of resident about impact of tourism is not relatively significant to their age distribution and their level of involvement in tourism businesses*” is consequently rejected

DISCUSSION AND FINDINGS

Based on the data collected from the interview, it was gathered that the socio cultural and spiritual value associated with Idanre Hill are mostly on the festivals celebrated on the hill. It was said that eight (8) festivals are celebrated in Idanre of which three (3) of the festivals are celebrated on the mountain, they are Orosun Festival, Olofin Festival and Yam Festival. The respondents said that out of all the festivals the most important one that has great socio cultural

benefit is Orosun festival. It was said by the community that the Orosun festivals symbolized the celebration of womanhood and fertility which is epitomized in Orosun. The community resident claims that all the cultural and spiritual value of Idanre hill contribute positively to their quality of life in term of their community wellbeing and economic wellbeing. The study also reveals tourism activities in the community have a positive impact on their cultural value such as boosting the morale of the community, inducing the sense of pride in resident.

Concerning the perception of the resident about tourism impact. It was found out that majority of the resident have a strong positive perception about economic impact and socio-cultural impact of tourism. But the resident negative perception about the environmental impact of tourism were strong. The findings were consistent with the previous findings about the perception of tourism impact in relation to quality of life (Kim 2002; Akmal, Othan & Fildal 2011; Gunarekha 2015). Their study indicated that the perception of community resident about impact of tourism are strong and this have great influence about their quality of life. Perdue, Long and Kang (1999) studied how residents' perception of community safety, community involvement, local political influence, and changes in job opportunities, social environment, and community congestion influenced their quality of life in the community. The result of the study reveal that there is a strong positive significant relationship between perception of community resident about impact of tourism and their demographic characteristics. This was tested by using hypothesis one, the chi square result shows that the significant level is 0.00 (i.e. $P \geq 0.05$) which indicate that significant difference exist between the two variable.

Furthermore, the result shows that socio-economic impact of tourism have a positive influence on the quality of life (health status, change in lifestyle, social lifestyle, environmental conditions, safety and security) on the host community residents, but the highest percentage of the resident claim that the impact of tourism on their quality of life are not up to standard and low with regards to their income level, material wellbeing and leisure activities engaged in. The result corresponds to previous studies which indicated that material wellbeing, community wellbeing, emotional wellbeing, health and safety wellbeing influence the level of quality of life of the community resident (Kim 2002, Cummin 1996; Perdue, Long and Kang, 1998). The findings support Nkemgu (2015) and Aref (2011) study, which noted that tourism have a positive impact of the community resident quality of life through it contribution to the preservation and conservation of environment, safety and security, creating an avenue for resident to meet and interact with people and visitor that influence their social lifestyle and causes changes in their lifestyle.

CONCLUSION

The study indicate that the community resident has a positive perception about impact of tourism and it effect on their quality of life most especially the residents that are involved in tourism business and who are of age that has witness a gradual change regarding the development of their community as a result of tourism. The community resident express and indicate that socio-cultural and environmental impact of tourism in the community enhance and contribute to their quality of life while the economic impact their getting from tourism as is not up to standard even though it improves their standard of living in one way or the other through daily income and facilities availabilities. The residents are unsatisfied with the impact of tourism on their quality of life despite the little benefit they got from tourism. The study

validates Social Exchange Theory (SET) as a consideration for the perception of community residents about impact of tourism. This is supported by the fact that there is positive relationship between the perception of community resident about impact tourism and their age and involvement in tourism business. This indicate that those who have gotten one benefit or the other through tourism activities in their community have positive perception about tourism impact.

Recommendation and Future Research

As it was discovered during the study that community resident prohibited from selling goods and doing business around the site (tourist attraction). Management of the tourist attraction should provide easy access for the community resident to carry out their economic activities around the site. More so, Tourism organization and investor should provide adequate facilities and amenities within the site (Idanre Hill) so as to attract more tourist into the community in order to boost the economic activities within the community. Future research is needed to investigate how tourism impact affects residents' quality of life in different types of communities with natural tourist attraction. Furthermore, future research should examine the effect of patronage on the economic activities and cultural changes within the community. Future quantitative and qualitative research (work) is needed to examine the effect of tourism development on the quality of life of the host community residents and the in-flux of tourist to the host community

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