

SUSTAINABLE TOURISM PRACTICE; A PANACEA FOR REVIVING BILIKISU-SUGBON TOURIST ATTRACTION AND REDUCING POVERTY IN OKE-ERI, OGUN STATE, NIGERIA

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ABSTRACT: *This study investigates the current status of the Bilikisu Sugbon tourist attraction in Oke-Eri, Via Ijebu-Ode-Ibadan Express way, Ogun State, Nigeria. It also assess the standard of living of the residents of the Oke-Eri community. The attraction, haven received lots of attention from scholars in archaeology and other disciplines, and also government of Ogun State in the past with the goal of making it a befitting tourist destination has remained in a poor state. A survey was conducted to gather information on the current status of the tourist site. Random sampling technique was used to select 100 local residents of the community and 50 tourists during the 2015 Christmas celebration and another 50 during the 2016 Eid’L Fitri Festival celebration, and questionnaires were administered to them accordingly. Also, purposive sampling method was used to select specific people and groups in the community for personal interview and focus group discussion respectively. Key informant interview method was also used to gather information from three community chiefs and two management staff of the Ogun State Tourism Board. Data gathered were subjected to analysis and presented using frequency counts, simple percentile, charts, chi square. Findings of the study revealed that, the economic activity in Oke-Eri is very low ($P < 0.05$) and there is a high level of poverty in the community despite the tourism potentials present there. It was found that, reviving the Bilikisu-Sungbo tourist site would help in reducing poverty and enhance the socio-economic status the community ($P < 0.05$). The study also revealed that what led to the dilapidation of the attraction after it was earlier developed by the Ogun State Government in the early 1980s was political instability and lack of sustainable development practice. The study concludes that, there is urgent need for the Ogun State government to be committed to the reconstruction of the Bilikisu-Sugbon tourist site in Oke-Eri either through direct investment or encouraging public-private-partnership (PPP) initiative, in order, to redeem the image of the attraction, foster socio-economic growth of the community and reduce poverty in the community. The study therefore recommends that there must be a sustainable master plan in place, public-private-partnership (PPP) initiative should be considered and the local community should be actively involved in the reconstruction process and management of the attraction when re-opened to the general public as a tourist site as part of requirements for ensuring sustainability.*

KEYWORDS: Sustainability, Tourism, Panacea, Poverty, Revival.

BACKGROUND OF STUDY

Nigeria is part of that group of African countries that has no real reason to account for its perpetual high poverty rates. Factors that most feed the cycle of poverty in Nigeria include mass unemployment and lack of productivity, corruption and incompetence of leadership (Allison, 2013). Given Nigeria’s high unemployment rate, entrepreneurship and every other sustainable means of job creation needed to be

embraced as a key to reducing poverty in Nigeria. Hence industries such as tourism and agriculture that can create avenue for entrepreneurial opportunities must be developed. Unlike many other sectors (such as oil and gas) whereby the proceeds on investment returns majorly to the government, the proceeds on tourism investment is largely distributed amongst community people and entrepreneurs in the tourism related businesses such as hoteliers, transporters, art and craft manufacturers, souvenir shops, tour operators travel agents among others (Kukoyi, 2015). The impact is felt on the economic and social life of the local people by creating an avenue to generate income directly for the local people and provision of basic infrastructure and social amenities that support tourism growth without jeopardizing government chances of revenue generation on tourism investment directly or indirectly through immigration charges, taxes, foreign exchange earnings amongst others. By developing tourism in a region, government would not only have tackled economic problems but they would have solved social amenities and infrastructural development challenges (Kukoyi, 2015).

Tourism comprises the activity of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Tourism is one of the world's largest and fastest growing industries (WTO 2011). In many countries, tourism acts as an engine for development through foreign exchange earnings and the creation of direct and indirect employment, contributing 5% of the world's GDP and 7% of jobs worldwide. It accounts for 6% of the world's exports and 30% of the world's exports in services. In developing countries, tourism generates 45% of the total exports in services (Backman, et'al 1995). Tourism has been recognized as one of the most reliable indicators of socio-economic growth in any part of the world. Thus, the practice of responsible tourism in any form cannot be ignored or overlooked. Sustainable travel and tourism development is an important requirement for tourism industry in Nigeria in the third millennium. It can help promote tourism to the forefront of national development if rightly exploited.

The word 'sustainable' has been used in so many contexts today. One hears about sustainable development, sustainable growth, sustainable economies, sustainable societies and sustainable agriculture (Oguamanan and Odum, 2013). Also, our attention shall be drawn to sustainable tourism in this study. Sustainability is a process which tells of a development of all aspects of human life affecting sustenance. It means resolving the conflict between various competing goals, and involves the simultaneous pursuit of economic prosperity, environmental quality and social equity (Oguamanan and Odum, 2013). Sustainable development is a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but also for generations to come (World Summit 2005, in (Oguamanan and Odum, 2013).

The National Bureau of Statistics reported that, 60.9% of Nigerian in 2010 were living in "absolute poverty". This figure had risen from 54.7% in 2004. The bureau predicted this rising trend was likely to increase (BBC, 2012). Poverty alleviation is high on the global policy agenda, its importance being emphasized by its place as the first of the United Nation's Millennium Development Goals (Andrew, 2013). As much as the world place emphasis on poverty eradication little was achieved on poverty alleviation during the MDGs era in Africa (Goodwell, 2015). This manifested in the recently launched Sustainable Development Goals (SDGs) which replaced the MDGs since September, 2015 featuring "End Poverty in all its form everywhere" as its first goal (with "Goal 2: End hunger, achieve food security and improved nutrition, and promote sustainable agriculture; Goal 3: Ensure healthy lives and promote well-being for all at all ages; and Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all"), all of these are pointing towards the presence of

abject poverty but that, this must be drastically reduced. As a potentially significant source of economic growth in developing countries, tourism may also play a major role in poverty reduction and alleviation under the right circumstances (Andrew, 2013).

The Bilikisu Sungbo's tomb converted to a shrine in Oke-Eri is a tourist site which has been abandoned and there is need to develop the site (Olukole and Aremu, 2002). The National Commission for Museum and Monuments (NCMM) declared it a national monument in 1994. Despite that, the NCMM has not done anything to make the site attractive for tourists. It was also reported by the 'Village Head' (Baale) of Oke-Eri Village that the Ogun State government through the State Tourism Board once built some structures at the site. However, all of them have been abandoned. Ogun State Tourism Board needs to return to the site and redevelop the whole area (Olukole and Aremu, 2007). However, Olukole and Aremu (2007) did not report what led to the dilapidation of the structures earlier built at the site by the Ogun State Tourism Board as reported by Baale of Oke-Eri and why NCMM has not done anything to make the site attractive for tourist despite its declaration as a national monument by the NCMM.

In previous studies conducted by researchers on the Bilikisu Sungbo Site, none of them reported investigation as regard the opinion of the residents of the host community towards the development of the Bilikisu Sungbo site for tourism. However, Aremu (2007) reported that the neglect of the once developed Bilikisu Sungbo tourist attraction was as a result of change in government structure and re-deployment of staff posted to the site back to the state capital. This suggest that, other stakeholders in tourism development as suggested by Operinde (2015) were not involved in the developments carried out by the Ogun State government then. Therefore, it may be imperative to investigate the role played by the host community (people of Oke-Eri village), if any, in ensuring the community prevents the investment in their community that is meant to benefit the community people, which the community is also expected to be a stakeholder from ruin. Also it is important to investigate if the community is ready to support the reconstruction and development of the site for tourism activities.

Poverty has always been associated with the Sub-Saharan part of Africa and the prevalence of poverty is still high in this part of the world (borgenproject, 2013). Many organizations (governmental and non-governmental, and local and international) have contributed using different approach to tackle various forms of poverty across the globe. Since poverty comes in various forms and it manifest in various society and group in different ways; addressing the challenge of poverty would therefore require a multidimensional approach. In tackling the prevalence of poverty in the Oke-Eri community, this study intends to investigate how tourism can be used to create jobs for the residents and other opportunities of economic prosperity in the community.

The need to address and solve the problem established above, constitute the focus of this study, using the cultural tourism potential that the community is endowed with as a tool to sustainably address the problem of poverty in the community.

Aims and Objectives

The aim of the study is to determine how to sustainably revive the Bilikisu Sungbo tourist attraction in Oke-Eri, via Ijebu-Ode, Ogun State and suggest how it can used to as a tool for poverty reduction in the community. This would be achieved through the following specific objectives

✓ Assess the socio-economic potentials of the Bilikisu Sungbo tourist attraction and its contribution to the live of the residents of the community.

- ✓ Determine the constraints hindering the Bilikisu Sungbo tourist attraction from achieving its set objectives.
- ✓ Determine the perception of Oke-Eri community residents towards development and management of the Bilikisu Sungbo tourist attraction in their locality.
- ✓ Suggest possible measures for sustainability of the Bilikisu Sungbo tourist attraction after it has been re-opened for full-fledge tourism activities.

Research Hypothesis

Hypothesis I

H₀ : The level of economic activities in Oke-Eri community is high enough to reduce the prevalence of poverty in the community to the minimum.

Hypothesis II

H₀ : A sustainable tourism plan is not the solution to revive and develop the Bilikisu-Sungbo Tourist Site

Hypothesis III

H₀ : Reviving the Bilikisu-Sungbo site, cannot help in reducing poverty and enhancing the socio-economic status of Oke-Eri community.

Justification of Study

Nigeria, being currently governed by a democratic system of government is bound to experience change in government leadership and political ideology resulting from office tenure expiration and peoples' choice of vote. But, this should not mean that, when government shows commitment to developing tourist sites as reported in the case of the Bilikisu Sungbo tourist attraction in Oke-Eri, Ogun State in the 1980s, the advent of another leadership in government or policy on staff redeployment should not amount to neglect or total dilapidation of developed and existing government/community owned tourist site. This is to avoid loss of job opportunities and other socio-economic benefits that the community would have gained if the attraction remained functional. It is on this basis that this study is considering the stakeholders approach in developing this community owned tourism potential in addressing the reconstruction and development plan of the Bilikisu Sungbo tourist attraction for sustainable use.

The Study Area.

Oke-Eri Community:

Oke-Eri is a small village about four kilometers from Ijebu-Ode, along the Ijebu-Ode-Ibadan road. It is situated in a low lying coastal plain in the forest zone. It is a simple, small community where everyone seems to know everyone else (Aremu 2007).

Bilikisu-Sungbo Tourist Site:

According to Olaitan Olugbosi (2001), the 'Baale' (Head Chief) of Oke-Eri, Bilikisu Sungbo was born in Oke-Eri, Ogun State. Sungbo is otherwise referred to as the Queen of Sheba in the traditional accounts of the people (Aremu et'al, 2013). The Oke-Eri site was developed as a tourist site by the Ogun State government in the 1980s before it was abandoned in the 1990s (Aremu et'al, 2013). The tourism resources at the site includes the following: sungbo burial tomb, sungbo shrine, moat museum, excavated trenches, pottery craft house, zoological garden, swimming pool, and children play ground (Aremu et'al, 2013). The Oke-Eri site was discovered to currently harbour the remains of the dilapidated accommodation facilities (guest house and hall for events).

The Ogun State government, (led by Otunba Gbenga Daniel) attempted the revival of the tourist attraction during his administration, but the government was only able to develop a master plan for the revival of the attraction and also started the construction of a new entrance gate house at the Oke-Eri site but the construction was not completed before the expiration of his of his tenure in office. The current governor of Ogun State (Senator Ibikunle Amosun), since the commencement of his second term in office in 2015, has also shown interest in the revival of the Bilikisu Sungbo tourist attraction. However, as at the time of this study (November, 2015 to September, 2016) no physical commitment or construction has been made at the site to show commencement of developmental projects in the area.

Plate 1: Old Entrance Gate of the Bilikisu Sungbo, **Plate 2:** New Gate House Under Construction Oke-Eri Site.



Source: Field work, 2015.



Source: Field work, 2015.

Plate 3: Tomb of Bilikisu Sugbon

Plate 4: Leaking Old Corrugated Iron roof covering the Bilikisu Sugbo's Grave



Source: Field work, 2015.

Plate 5: Constructed Shade covering the Bilikisu Sungbo Tomb Awaiting Renovation



Source: Field work, 2015.

Plate 6: Vegetation of the Bilikisu Sungbo Shrine



Source: Field work, 2015.



Source: Field work, 2015.

Poverty In Nigeria

As universally recognized, beyond income measurement, lack of access to education, nutritious food, health care, employment, water and housing are all indicators of crushing poverty. In Nigeria however,

unemployment and the incidence of poverty has worsened since 2004 (Osho, 2015). The number of Nigerians living below the poverty line of \$1 (USD) a day rose from 68.7 million to 112.5 million which amounts to 63.7% rise in poverty incidence between 2004 and 2010 (Osho, 2015). Poverty has been shown to be on the increase in Nigeria and other African countries where the population that has been estimated to be living below the poverty level is over 70% (Osho, 2015).

Table 1: Nigeria's Population in Poverty

Year	Population in Poverty (million)
1980	17.1
1985	34.7
1992	39.2
1996	67.1
2004	68.1
2010	112.47

Source: Nigeria's National Bureau of Statistics (2012)

Explaining and Understanding Poverty

Several questions can be asked about poverty; why should we be concerned about tackling poverty? What do we visualize and mean by poverty? Why do people end up in poverty? How can it be mitigated, reduced or alleviated? Is poverty geographically limited to developing countries? None of these questions have easy or straightforward answers nor are there necessarily definitive ones (Andrew, 2013).

According to Engels (1845) in Andrew (2013), poverty is a condition of physiological hardship characterized by physiological denial of ones rights as a human being and citizen. According to Mc'Namara (1973) in Andrew (2013), absolute poverty is described as: a condition of life, so degraded by diseases, illiteracy, malnutrition and squalor as to deny its victims basic human necessities; a condition of life so limited as to prevent realization of the potential of the genes which one is born. A condition of life so degrading as to insult human dignity, and yet a condition of life common as to be the lot of some 40% of peoples of the developing countries (George and Sabelli, 1994) in Andrew (2013).

According to Andrew (2013), the condition of poverty can transcend time, geographies, cultures and economies. He also stated that indignity accompanies poverty and it is characterized by physical discomforts and denial of opportunities to realize ones potential. The geographical distribution of poverty is typically associated with developing countries or the loosely applied term of the 'South', meaning the continents of Africa, Asia and Latin America. Yet, according to Lister (2004) in Andrew (2013), poverty is not just a problem of the 'South' but also of the 'North', a problem in developed countries as well as developing countries, a perspective that is endorsed by the international monetary fund (IMF, 2000). Subsequently, to begin to be able to analyze and evaluate how tourism could be utilized for poverty reduction, it is essential to have a clearer understanding of how poverty has been interpreted and categorized. As Lines (2008) in Andrew (2013), points out, before poverty can be confined to history, it is necessary to understand the forces that creates it and why poor people are indeed poor.

Whilst most people would profess sympathy with those in poverty, it is a highly complex concept and there is divided opinion about whether poverty is primarily concerned with a lack of monetary income or involves other factors such as social exclusion, marginalization, vulnerability, political repression and

victimization (Andrew, 2013). Poverty has been interpreted in various ways through the lens of political, economic, cultural, historic and cultural changes. The extent of recognizing poverty as a ‘problem’ influenced by moral judgement, religious conviction and political belief and the effect of its impact on society (Andrew, 2013).

STAKEHOLDERS THEORY

The stakeholder theory suggests that an organization is characterized by its relationship with various groups and individuals, including employees, customers, suppliers, governments and members of the host communities. A stakeholder is an organization (by definition) any group or individual who can affect or is affected by the achievement of the organization’s objectives thus, a group qualifies as a stakeholder if it has a legitimate interest in aspects of the organization’s activities. Exchange theories share a common set of analytical concepts; actors, resources, structures, and processes. The actors or people are individuals or groups, whilst their possessions or behavioral capabilities, when valued by other actors in the process, are called resources. The social exchange resources include tangible goods, services, and capacity to provide social values such as approval and status (Operinde, 2015).

First, stakeholders are persons or groups with legitimate interests in procedural and/or substantive aspects of corporate activity. The interest of all stakeholders are of intrinsic value. Each stakeholder group is further reasoned to have a right to be treated as an end in itself, and not as means to some other end. From a managerial perspective, the stakeholder theory posits that the various groups can and should have a direct influence on managerial decision-making. Failure to retain participation of even a single primary stakeholder group will result in the failure of the organization. To implement stakeholders’ management, the first key concept requires the actors in tourism to have a full appreciation of all the persons or groups who have interests in the planning, processes, management and distribution of tourism product and services. Often, planners underestimate the complexity of this step and default to a cursory report of only the most obvious stakeholders, chiefly tourist, business men/women and government official (Operinde, 2015).

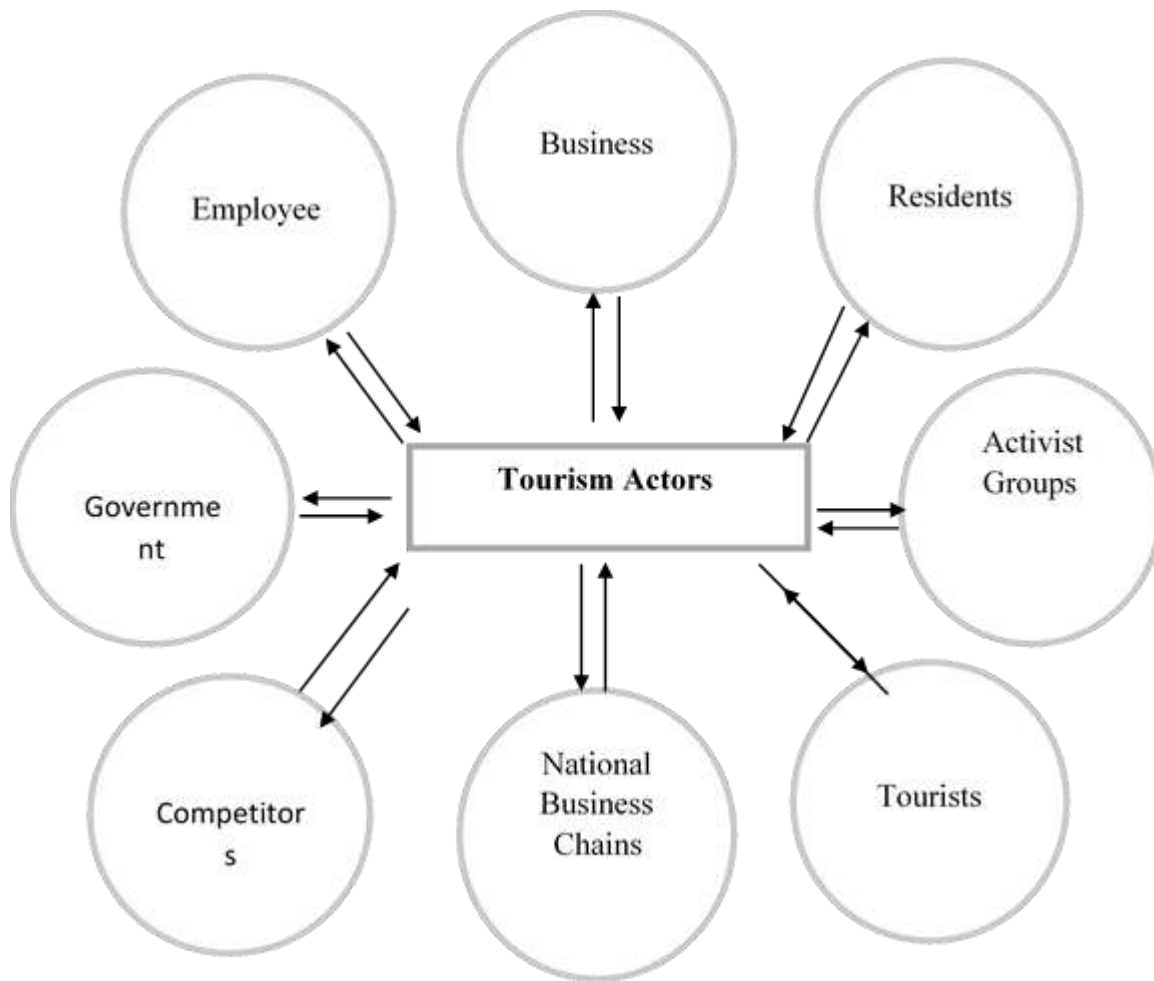


Figure 1: Tourism Stakeholder Map

Source: Adapted from Freeman (1984)

The heritage (Bilikisu Sungbo Eredo Site) of a community does not belong to an individual (Marx 1996 and Greenwood 1989), hence harnessing it for development may require carrying all stakeholders along right from the onset in order to avoid conflict of interest that may hinder the smooth running of the tourism project. To allow for sustainable development, peaceful co-existence of tourism development project and the host community; there is need to settle the needs of all stakeholders. It is only when this is achieved that indigenes of a community/local residents can reason along the line that developing the community's heritage site to promote tourism is geared towards enhancing the socio-economic status of their community and they can genuinely support tourism development plan in their locality. To ensure continued community satisfaction, they must have influence and a level of control over tourism development and the planning process (Munhurrum and Naidoo, 2011)

The benefits and costs of tourism development should also be discussed with the community people by local government. Community involvement requires looking for collaboration and participation from all areas of community, despite their differing attitudes and views, it is integral to reaching a sustainable approach to tourism.

METHODOLOGY

The study adopts survey method because, this kind of study involves data collection in their natural state. Questionnaires were administered to selected respondent for data gathering within the study area. The population of study comprised of residents of Oke-Eri community that are 18 years and above, tourists that visited the site during the period of this study and management staff of the Ogun State Tourism Board. Systemic random sampling method was used to select every 'third' house on each street within the community while, purposive sampling method was used to select two respondents from each household selected for the study. The total number of household considered was fifty and one-hundred questionnaires were administered in all to residents of Oke-Eri community. 50 questionnaires were also administered to tourists that visited the site during the 2015 Christmas celebration and another 50 questionnaires were equally administered to tourist during the 2016 Eid'l Fitri celebration. This sum-up to a total of 100 questionnaires that were administered to the tourist also, thereby making the total number of questionnaires administered to both residents and tourist to sum-up to 200. Key informant interview method was also used gather information from selected members of the community chiefs and management staff of the Ogun State Tourism Board. Data collected were analyzed and presented for interpretation using tables, charts, simple percentile and chi-square.

RESEARCH FINDINGS

The researcher distributed 100 questionnaires to select respondents from amongst the residents of the village, out of the 100 questionnaire, only 96 were returned valid. Frequency counts on each cases are presented using simple percentage. Table 2 below indicate that a very large percentage of the community residents are within age 18-59 years (80%) which is conventionally referred to as an active age in which people can contribute to a virile economic force in a giving community. The table also reveal that majority are male (62%), which further indicate that Oke-Eri community possess relatively good population of residents that are within the active age that can engage in economic activities for the village to thrive, economy-wise.

Table 2: Socio-Demographic Characteristic of Residents in Oke-Eri Community.

Socio-Demographic Parameters	Cases	Percentages	Cumulative Percentage
Age	18 years – 29 years	12%	12%
	30 years – 39 years	14%	26%
	40 years – 49 years	28%	54%
	50 years – 59 years	26%	80%
	60 years – 69 years	11%	91%
	70 years and Above.	9%	100%
Gender	Male	62%	62%
	Female	38%	100%
Marital Status	Single	15%	15%
	Married	47%	62%
	Widow	18%	80%
	Widower	10%	90%

	Divorced	10%	100%
Educational Qualification	No Formal Education	23%	23%
	Primary School Certificate	35%	58%
	Secondary School Certificate	12%	70%
	ND/NCE	23%	93%
	HND/BSc.	7%	100%
Occupation	Civil Servant	12%	12%
	Organized Private Sector	16%	28%
	Self Employed	72%	100%
Religion	Islam	36%	36%
	Christianity	57%	93%
	Others	7%	100%
Duration of Stay in Oke-Eri Village	0-1 day	8%	8%
	2 days – 30 Days	13%	21%
	31 days – 365 days	15%	36%
	365 days and above.	64%	100%

Table 3: Socio-Economic Characteristic of Residents in Oke-Eri Community.

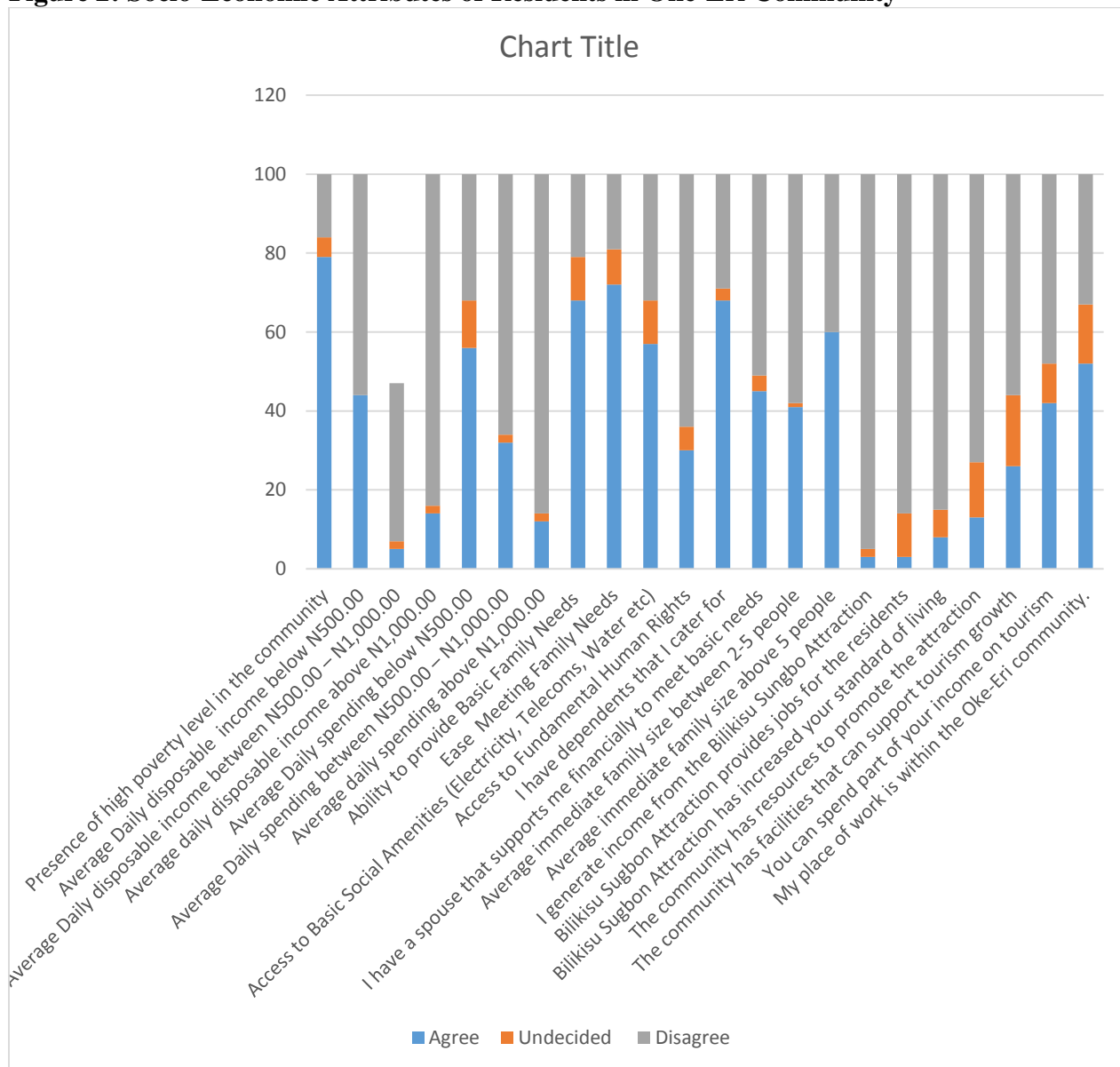
Socio-Economic Indicators	Agree	Undecided	Disagree
Presence of high poverty level in the community	79%	5%	16%
Average Daily disposable income below N500.00	44%	0%	56%
Average Daily disposable income between N500.00 – N1,000.00	58%	2%	40%
Average daily disposable income above N1,000.00	14%	2%	84%
Average Daily spending below N500.00	56%	12%	32%
Average Daily spending between N500.00 – N1,000.00	32%	2%	66%
Average daily spending above N1,000.00	12%	2%	86%
Ability to provide Basic Family Needs	68%	11%	21%
It is not Easy Meeting Family Needs	72%	9%	19%
Access to Basic Social Amenities (Electricity, Telecoms, Water etc)	57%	11%	32%
Access to Fundamental Human Rights	30%	6%	64%
I have dependents that I cater for	68%	3%	29%
I have a spouse that supports me financially to meet basic needs	45%	4%	51%
Average immediate family size between 2-5 people	41%	1%	58%
Average immediate family size above 5 people	60%	0%	40%
I generate income from the Bilikisu Sungbo Attraction	3%	2%	95%
Bilikisu Sugbon Attraction provides jobs for the residents	3%	11%	86%
Bilikisu Sugbon Attraction has increased your standard of living	8%	7%	85%
The community has resources to promote the attraction	13%	14%	73%
The community has facilities that can support tourism growth	26%	18%	56%
You can spend part of your income on tourism	42%	10%	48%
My place of work is within the Oke-Eri community.	52%	15%	33%

Source: Field Survey, 2016.

Table 3 above indicate that, 44% of the respondents make as low as between an average amount of N100.00 to N500.00 in a day from their respective economic activities. 42% make an average of N500.00 to N1,000.00 in a day. Meanwhile, about 70% of the respondents are between the age of 30-59 years and 73.4 % are either married, widow or a widower; meaning they most likely would have dependents. What manner of provision would a family get from N1,000.00 and below in a day.

Table 3 also, indicates that 56% of the respondents spends an average of N100.00 to N500.00 daily and 32% spends an average of N500.00 to N1,000.00 daily. This clearly means most of this people (56%) cannot afford to buy substance worth above N500.00 in a day and many of them likely have dependents. This is a clear indication that there is a problem of poverty in the community going by the definition of World Bank definition of poverty.

Figure 2: Socio-Economic Attributes of Residents in Oke-Eri Community



Source: Field Survey, 2016.

Figure 2 above, further reveals that 72% of the respondents are currently not finding it easy to meet their daily needs in the community. Also, 64% of the respondents disagree that they do have access to their fundamental human rights, which is a major factor that cause poverty of the mind and idea which may also arouse sense of non-belongingness, marginalization or neglect to a group in a given larger society. 60% of the respondents also claim to have an average family size of more than five people and 68% of these respondents have dependents to cater for. This further reveals that; given the average income level of the people and the liabilities of most family unit in the community, poverty is highly present in the community.

More so, 73% of the respondents opines that, the community lacks the resources to invest into reviving and promoting the site to become an international tourist attraction. 56% of the respondents also disagree that the community currently lacks facilities that can support tourism growth in the community; this affirms that the community does not have the economic power to revive the attraction for tourism promotion. This findings further buttress the report of Aremu et'al (2013), that the intervention of the government is needed to revive the attraction.

Table 4: Perception of the Residents of Oke-Eri Community about the Bilikisu Sugbon Tourist Site

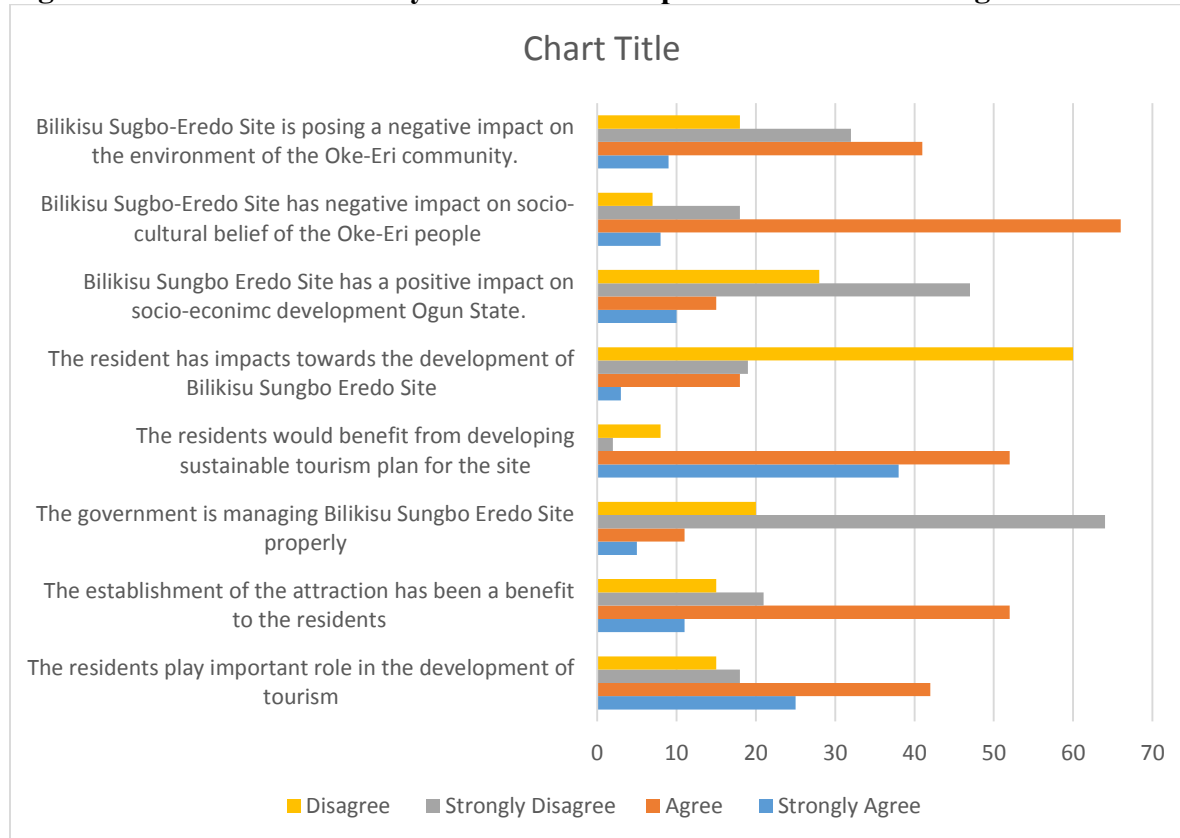
Parameters	Strongly Agree	Agree	Strongly Disagree	Disagree
The residents play important role in the development of tourism	25%	42%	18%	15%
The establishment of the attraction has been a benefit to the residents	11%	52%	21%	15%
The government is managing Bilikisu Sungbo Eredo Site properly	5%	11%	64%	20%
The residents would benefit from developing sustainable tourism plan for the site	38%	52%	2%	8%
The resident has impacts towards the development of Bilikisu Sungbo Eredo Site	3%	18%	19%	60%
Bilikisu Sungbo Eredo Site has a positive impact on socio-econimc development Ogun State.	10%	15%	47%	28%
Bilikisu Sugbo-Eredo Site has negative impact on socio-cultural belief of the Oke-Eri people	8%	66%	18%	7%
Bilikisu Sugbo-Eredo Site is posing a negative impact on the environment of the Oke-Eri community.	9%	41%	32%	18%

Source: Field Work, 2016.

Table 4 above, reveals that, 67% of the respondents recognize the fact that residents of the community has a role to play in the development of tourism in their community and 84% are of the perception that government is not playing their role in managing the site properly. This finding is also in support of the report of Aremu et'al (2013) that the site was abandoned by the Ogun State government over time. It is interesting to report that, even though, only 30% of the respondents are educated above secondary school level while, 23% had no formal education, 35% had only primary education and 12% had secondary education as the peak of their formal education (see table 2 above); despite this poor level of education compared to what is required of in this 21st century, 90% of these respondents are of the perception that,

the residents of the community will benefit from developing sustainable tourism plan for the site. This further justify the need to make use of the stakeholders approach in reviving and developing the site for tourism business, given the fact that majority of the people who are stakeholders are already aware of its benefits. They will tend to guide the investment very well in order to prevent the site from been dilapidated after it might have been re-built either by government or private investors.

Figure 3: Oke-Eri Community Residents' Perception of the Bilikisu Sugbon Tourist Site



Source Field Survey 2016.

As at the period of this study, 25% of the respondents are of the perception that the site has positive impact on the socio-economic development of the community and Ogun State at large. This may be due to the fact that the site is not operational with respect to tourism business. While respondents' perception on whether or not the site is posing a negative impact on the environment in Oke-Eri is a 50/50 response (see figure 3 above).

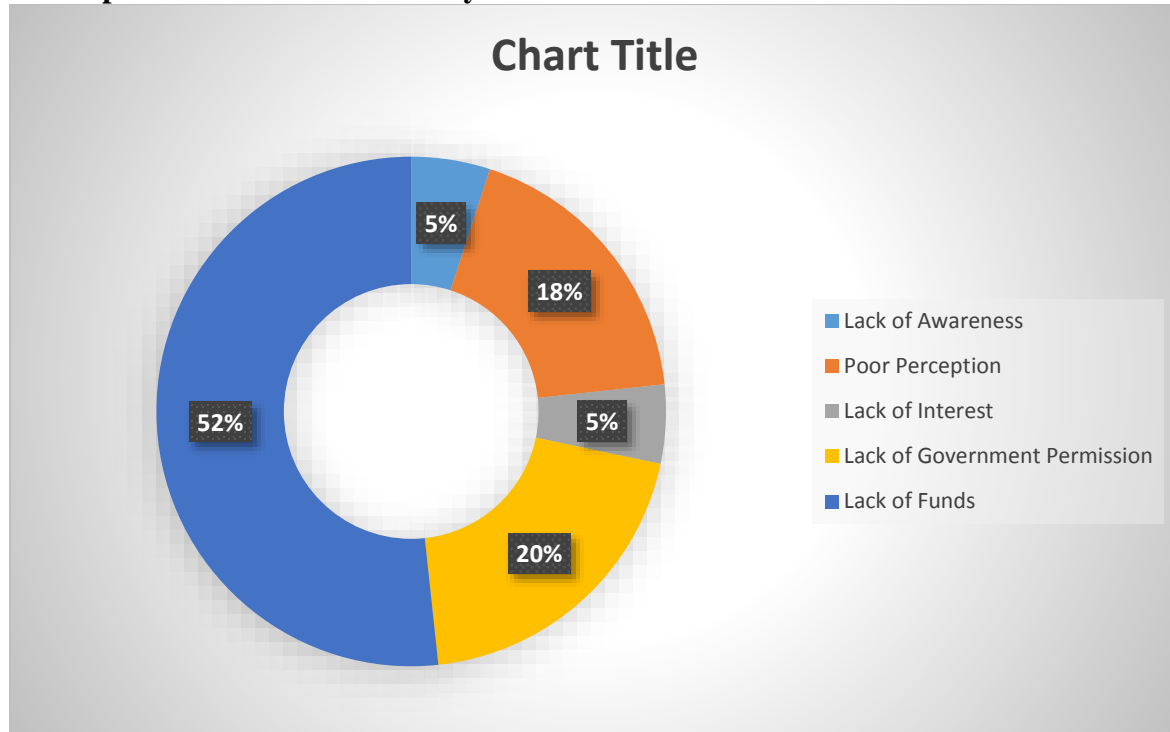
Table 5: Factors Hindering the Participation of Oke-Eri Residents Towards Tourism Development

Factors	Percentage (%)	Cumulative Percentage
Lack of Awareness	5.0	5.0
Poor Perception	18.3	23.3
Lack of Interest	5.0	28.3
Lack of Government Permission	20	48.3
Lack of Funds	51.7	100.0
Total	100	

Source: Field Work, 2016.

In an attempt to investigate the factors that are hindering the full participation of the community people in the management of the site, about five points were raised which included: lack of awareness, poor perception about the significance of the site, lack of interest in developing the site, poor government policy and lack of funds. This factors were put to vote by the respondents to determine the popularity of each of this factors.

Figure 4: Popularity of Factors Hindering the Participation of Oke-Eri Residents Towards Tourism Development in Their Community.



Source: Field Survey, 2016

Figure 4 above, reveals that, 5% of the respondents opines that, it is lack of awareness, while 18% are of the opinion that it is as a result of poor perception towards developing the site. Another 5% of the respondents believes that it is as a result of lack of interest, while 20% opines that, it is as a result of lack of support and permission from the government (poor government policy). However, the largest percentage of the respondents (52%) are of the opinion that it is as a result of lack of funds to pursue such goal. Base on this findings, intervention from outside the community, be it from government or any other private sector investor is suggested to bring back the site for full fledged tourism business.

Even though, the Bilikisu Sungbo site is in a state of dilapidation, some indigenes of Oke-Eri community and other adjoining communities still visit the site especially during the Eid'l Fitri festivals and Christmas celebrations as a matter of their personal belief in the site. This periods of the year remains the most prominent time tourists can be found in multitude in and around this site. The researcher equally investigated the perception of the tourist about the site during the 2015 Christmas celebration and the 2016 Eid'l Fitri festival. Table 6 below shows that 3% of the respondents claim to have visited the site for educational purpose. 40% of the respondents visits the site for religious purposes, as further personal

interview with some of the tourists revealed that, many of them do come there to pray and the have faith that their prayers would be answered and some already made the visit an annual routine.

Table 6: Reasons Why Tourist Visit the Bilikisu Sungbo Site in Oke-Eri

Education	Religion	Social	Cultural
3%	40%	41%	16%

Source: Field work, 2016.

41% of the tourist claimed that they visit the site for pleasure (social outing), while 16% of the respondents claimed they already cultivate the culture of visiting the site every year.

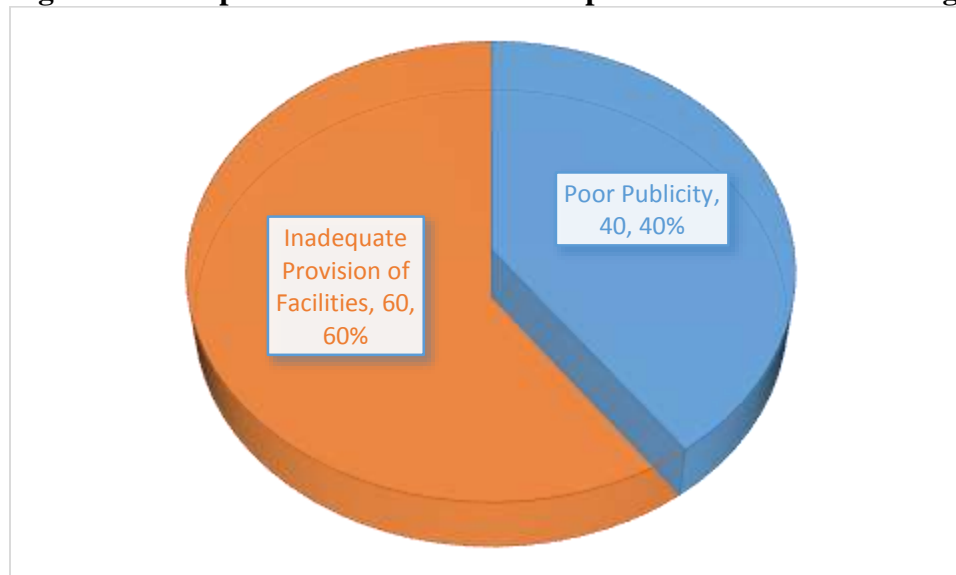
Table 7: How Tourists got to know about the Bilikisu Sungbo Site in Oke-Eri

Advert in Print Media	Radio/Television	Internet	Family/Friend
0%	6%	12%	82%

Source: Field work, 2016.

Table 7 above revealed that, 6% and 12% of the respondents got information about the site on the television and the internet respectively, while the remaining 82% got the information through personal word of mouth contact from family/friends. The table further revealed that the print media has not been effective (0%) in informing people about the site.

Figure 5: Perception of Tourists on the Experience at the Bilikisu Sugbon Attraction Site.



Source: Field Work, 2016.

Figure 5 above indicates that 40% of the respondents opines that, the site is poorly publicized while 60% opines that the attraction is suffering from inadequate provision of facilities. All of this are manifestation of the outcome of a poorly manages attraction and therefore needs urgent attention.

Hypothesis Test

The study made use of Chi-Square (X^2), using a significance level of 0.05 as created by Professor Fisher (Faloye, 2009).

Decision Rule:

- i. If the computed value of chi-square is less than its table value at 5% significance at degree of freedom (3), the null hypothesis is accepted.
- ii. If the calculated value of chi-square is greater than its table value at 5% significance bat degree of freedom (3), the null hypothesis is rejected.

Hypothesis I

H₀ : The level of economic activities in Oke-Eri community is high enough to reduce the prevalence of poverty in the community to the minimum

Table 8: Hypothesis I Calculation Hypothesis I Calculated Value

Cases	Observed Freq. (O)	Expected Freq. (E)	O-E	(O-E) ²	(O-E) ² ÷ E
SA	16	50	-34	1156	23.12
A	56	50	6	36	0.72
D	16	50	-34	1156	23.12
SD	12	50	-38	1444	28.88
					75.84

$$\text{Therefore: } C^2 = \sum \left[\frac{(O-E)^2}{E} \right] = 75.84$$

Degree of freedom (df) = n-1

Where n = numbers of possible cases (4)

Therefore df = (4-1) = 3.

The table value of chi-square for degree of freedom (3) at 5% (0.05) level of significance is 7.815.

Decision: since the chi-square calculated (75.84) is higher than the table value (7.815). We conclude that the null hypothesis does not hold. Hence we reject the hypothesis that “The level of economic activities in Oke-Eri community is high enough to reduce the prevalence of poverty in the community to the minimum”. The implication of the above is that, we affirm that “The level of economic activities in Oke-Eri community is not high enough to reduce the prevalence of poverty in the community to the minimum”.

Hypothesis II

H₀ : A sustainable tourism plan is not the solution to revive and successfully develop the Bilikisu-Sungbo Tourist Site

Table 9: Hypothesis II Calculation Hypothesis I Calculated Value

Cases	Observed Freq. (O)	Expected Freq. (E)	O-E	(O-E) ²	(O-E) ² ÷ E
SA	11	50	-39	1521	30.42
A	6	50	-44	1936	38.72
D	62	50	12	144	2.88
SD	21	50	-29	841	16.82
					88.83

$$\text{Therefore: } C^2 = \sum \left[\frac{(O-E)^2}{E} \right] = 88.83$$

Degree of freedom (df) = n-1

Where n = numbers of possible cases (4)

Therefore df = (4-1) = 3.

The table value of chi-square for degree of freedom (3) at 5% (0.05) level of significance is 7.815.

Decision: since the chi-square calculated (88.83) is higher than the table value (7.815). We conclude that the null hypothesis does not hold. Hence we reject the hypothesis that “A sustainable tourism plan is not the solution to revive and successfully develop the Bilikisu Sungbo tourist site”. The implication of the above is that, we affirm that “A sustainable tourism plan is the solution to revive and successfully develop the Bilikisu Sunbgo tourist site.

Hypothesis III

H₀ : Reviving the Bilikisu-Sungbo site, cannot help in reducing poverty and enhancing the socio-economic status of Oke-Eri community.

Table 10: Hypothesis III Calculation Hypothesis I Calculated Value

Cases	Observed Freq. (O)	Expected Freq. (E)	O-E	(O-E) ²	(O-E) ² ÷ E
SA	17	50	33	1089	21.78
A	9	50	41	1681	33.62
D	47	50	3	9	0.18
SD	27	50	23	529	10.58
					66.16

$$\text{Therefore: } C^2 = \sum \left[\frac{(O-E)^2}{E} \right] = 66.16$$

Degree of freedom (df) = n-1

Where n = numbers of possible cases (4)

Therefore df = (4-1) = 3.

The table value of chi-square for degree of freedom (3) at 5% (0.05) level of significance is 7.815.

Decision: since the chi-square calculated (66.16) is higher than the table value (7.815). We conclude that the null hypothesis does not hold. Hence we reject the hypothesis that “Reviving the Bilikisu Sungbo tourist site cannot help in reducing poverty and enhancing the socio-economic status of Oke-Eri Community”. The implication of the above is that, we affirm that “Reviving the Bilikisu Sungbo tourist site can help in reducing poverty and enhancing the socio-economic status of Oke-Eri Community”.

The Ikogosi Warm and Cold Spring Resort Experience; Lessons for the Ogun State Government on the Bilikisu Sungbo Tourist Attraction

In the survey conducted with respect to the incidence of poverty and determination of the economic power of the people living in Oke-Eri Community, 79% of the respondents agreed that there is presence of high level of poverty in the community (see Table 2 above). The poor state of social amenities and infrastructural facilities in the community as observed by the researcher during field survey of the

community in course of this study (2016) further affirms that the community is grossly deprived of the basic amenities that could have placed the community above the poverty line.

Findings of the study revealed that the level of economic activities in Oke-Eri is very low despite the great cultural tourism resources and potentials in the community. Meanwhile, the attraction was earlier developed and opened to tourist in the early 1980s as reported by Olukole and Aremu (2007). According to Kukoyi et'al (2013) the development of the Ikogosi Warm and Cold spring in Ekiti State into a World-Class resort has helped to boost the economic activities of the local community (in areas such as trading, art and craft production, transportation and provision of jobs for the indigenes of the community) and improve the social amenities and infrastructural development of the community (in areas such as provision of adequate electricity supply, schools, good road network, telecommunications to mention a few). Kukoyi et'al (2013) also reported that Ikogosi is a small quite town with tropical rain forest vegetation and the main occupation of the local residents is farming and hunting. The Oke-Eri community is also a small quite town with tropical rain forest vegetation just like the Ikogosi Community. The Oke-Eri community also possess a cultural tourism site that can be fully developed by the Ogun State government. One of the Community Chiefs, during his interview reported that, although, the Bilikisu Sugbon tourist attraction was once developed by the Ogun State government and a change in government structure due to political instability led to the abandonment of the site. One of the management staff at the Ogun State Tourism Board, in his interview also mentioned that, poor management practice, lack of commitment and interest, and unavailability of sustainable policy framework in place was a major factor that led to the total dilapidation of the site.

The Ikogosi Warm and Cold Spring in Ekiti State was also earlier developed for tourism activities in the early 1970s by the government of the Western Region and managed by the old Ondo State government, and when there was a change in government structure as a result of creation of additional states in Nigeria, it was finally inherited by the present Ekiti State government in 1994. The Ikogosi tourist site also suffered from poor management practice and got dilapidated and almost abandoned until the Ekiti State government (led by Dr. Kayode Fayemi, in 2011) showed interest in the reconstruction and development of the site. Over two-billion naira was invested into the development of the site to bring it up to world-class resort standard. After the first phase of the development, the government then handed over the newly developed and modernized "Ikogosi Tourist Resort" to a private company (Fountain Investment Holdings) to operate and manage it for the state government under the public-private-partnership plan (Kukoyi et'al, 2013). This plan is aimed at saving the newly developed Ikogosi Tourist Resort from previous challenges earlier mentioned and the investment put into it from going down the drain, and it is yielding positive result.

The government of Ogun State can also take a clue from the Ikogosi scenario for effective management practice and sustainable development of the Bilikisu Sungbo Tourist. It is presumed that, the reconstruction and development of the Bilikisu Sungbo Tourist will come with provision of good road network, electricity, telecommunications, job opportunities to mention a few. This will go a long way to benefit both the tourist that would be visiting the attraction and the host community. It will also no doubt address the problems of poverty in the community as many of the community residents will be opportune to get some direct jobs at the site during and after the reconstruction exercise and also, other indirect jobs such as transportation business due to influx of tourist within the community, local craft production and sales, souvenir shop, restaurants, hotels, tour guiding to mention a few. This will boost the economic activities of the Oke-Eri community as well as adjourning communities and foster the image of the

community and Ogun State at large more than before on the global tourist map. By achieving this, government would not have only reduced poverty in the Oke-Eri community, which is a major problem facing the residents but also improve the revenue base of Ogun State.

CONCLUSION AND RECOMMENDATIONS

The study investigated the current state of things at the Oke-Eri community, host of the Bilikisu Sungbo tourist attraction with a view to suggest how to revive the attraction and sustainably manage the site to address the prevalence of poverty in the community. It was established that there is poverty in the community and that the Bilikisu Sungbo attraction site is also suffering from poor management practice and therefore requires adequate attention in order to maximize the economic potentials of the attraction. The study recommends that, all stakeholders as indicated in the study must be involved in the reconstruction and subsequent development plans of the site. Also, the government of Ogun-State is advised to involve the private sector to partner with them in developing and managing the site to meet international standard.

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