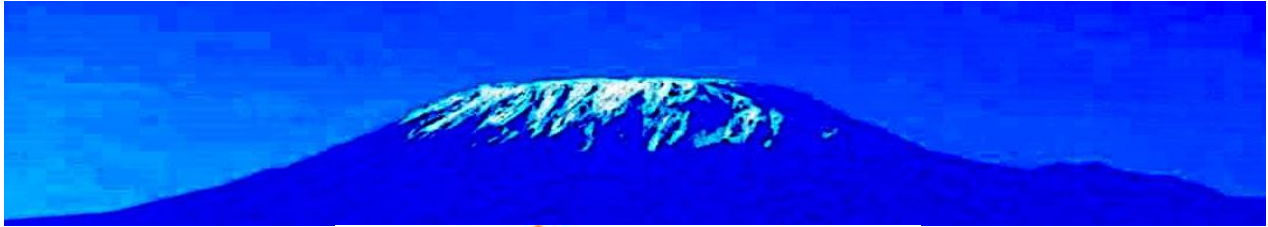


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Community Based Development and the Igbo Olodumare Tourist Centre, Okeigbo, Ondo State, Nigeria

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Abstract

The beauty of every tourist centre lies in its embedded facilities that will make the visitors or tourists feel satisfied and comfortable and which may make them in return term such tourist centre “a home away from home”. The study utilized both primary and secondary data. Primary data was sourced using personal observation, oral interview which was directed at the curator of Igbo Olodumare and structured questionnaires which were administered to tourists using purposive sampling. A total number of 85 questionnaires were administered to the tourists and all were retrieved. Majority (57.7%) of the respondents was students, 28.2% of the tourists are civil servants, 9.4% are researchers while the remaining 4.7% are self-employed. Findings suggest that investment in Igbo Olodumare will not only develop Igbo Olodumare village or Okeigbo town but Ondo State at large thereby boosting the economy and providing job opportunities for the unemployed. The main argument of the paper is that if the tourist centre is well developed and properly managed, it will attract tourists and investors from all over the world.

Introduction

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. Accordingly, the World Travel and Tourism Council (WTTC) research in (1992) shows that Travel and Tourism was the world’s largest industry approaching, 3.5 trillion US dollars in gross product, the leading industrial contributor, producing 6.1% of the world’s Gross National Product (GNP) and the leading producer of tax revenue of 303 billion US Dollars. The sector was also estimated to contribute about 7.1 trillion US Dollars in gross output by the year 2006 while total taxes would be in excess of 1.3 trillion US Dollars (United Nation Conference on Trade and Development (UNCTD), 2013).

World Tourism Organization (WTO) in the year 2010 asserted that tourism is vital for many countries such as France, Egypt, Greece, Lebanon, Israel, the United States of America, the United Kingdom, Spain, Italy, Thailand, the Bahamas, Fiji, Maldives, Philippines and the Seychelles. The same source observed that tourism brings in large amounts of income in payment for goods and services contributing an estimated 5% to the world Gross Domestic Product (GPD) and creates opportunities for employment in the service industries associated with tourism (Mbagwu, Bessong & Anozie, 2016). These service industries include

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transportation services such as airlines, cruise ship and taxi cabs; hospitality services such as accommodation including hostels and resorts; and entertainment venues such as amusement parks, casinos, music venues and theatres. Pocock (1991) gave concise account of how developed countries have been marketing their tourism attractions to the world. He pointed out that a place deserted of natural endowment could be better enriched in tourism with well developed peculiarities. Notable examples are the Golden Gate Bridge in San Francisco, the liberty status in New York City, voice of America in Washington D.C. and a number of famous sky scrapers in Chicago all in USA while London is notable for the popular London tower, Westminster Abbey and Buckingham palace etc.

In the same perception, Hohuhotz (1994) in his research work pointed out how tourism industries in developed countries are seen beyond investment and development of physical natural spot. Emphases are being made towards investing and marketing of the cultures, religious and work of arts of the people. He made reference to China on how culture is considered as a living and dynamic product which can be packaged to tourists. The significance of tourism industry in the development of the economic base of any nation cannot be overemphasized; no serious nation can under-play the vital role this invisible trade plays in the quest for industrial development (Olugbamila, 2005). While studying tourism potentials in Nigeria, the author asserted that tourism is not yet flourishing in Nigeria despite the fact that the country is blessed with tourism potentials and attractions that can be used for relaxation and holidays. He stressed that a major reason is that monument and resorts have not been sufficiently developed to a level that will make them attractive to both indigenous and foreign tourists. Olokesusi (1989) argued that as far as Nigeria is concerned, the tourism industry is still very young and there is paucity of data on its growth pattern. He added that tourism is very crucial to revamping a downward trend in the economy of the nation because of its tremendous positive socio-economic, cultural and physical development impact. He therefore recommends that this situation should be reversed particularly in view of the need to diversify the nation's income generating sources. Oderinde (2002) noted that government in Nigeria has not really shown serious commitment to tourism development beyond mere rhetoric. He stressed that unless tourism is seen as strategically important to the economy of Nigeria and the necessary plans, policies, actions and resources to support this initiative are in place, tourism will continue to be a missed opportunity (Badiora, Dada, Odufuwa & Adebara, 2021).

Although the perception of some Nigerians on tourism is negative, the enlightened and social ones who know about tourism prefer to enjoy such in abroad because of the rich facilities and ambience that are rarely available in Nigeria. Governments at all level in Nigeria are not investing in the tourism sector rather they focus on oil and gas which are not evenly available. There is no town in Nigeria without a particular tourism potential, therefore tourism is evenly distributed but in most cases remain untapped because attention is not given to its development (Olugbamila, Aderemi & Adeniyi, 2008). only private-owned tourist centers are rendering average tourism services in Nigeria because they are developing that is why lovers of tourism in Nigeria prefer visiting Rwanda, Kenya, Dubai, China, Egypt, Israel, Thailand etc.

Also, Emmanuel (2005), while studying tourism potentials for employment generation in Ondo State stated that much concentration is still on cultural tourism. It is about promoting the culture through festivals and celebrity. He further said that the state also has natural tourism resources which are natural phenomena that are usually of interest to tourists worldwide and, which if developed will help to generate employment and income for the people, as well as creating more wealth for local economy. He further contributed that many businesses are directly linked to tourism industry through supply of goods and services to tourist. Omotosho (2005) stated that "there is no point of attracting visitors or tourists to tourist centers without having anything to

show them". A good tourist centre must have accessibility, good communication facilities, availability of portable water, electricity and security of lives and property of tourists. In the same vein, Abitogun (2003) described Ondo state among the states that is yet to develop a considerable standard of facilities such as hotels, amusement park, geological garden and club houses. He used other attributes to measure the low standard of tourism in Ondo State such as poor roads, lack of proper orientations and awareness, poverty and poor landscape.

A lot of tourism potentials abound in Ondo state. The tourism potentials are Idanre Hills, Aiyetoro community of Holy Apostles, the Owo museum of Antiquities, Oke Maria at Oka-Akoko, the palace of the Deji of Akure, Ebomi lake at Ipesi-Akoko, the Iho Eleru at Isarun, Igbekebo and Igbokoda water fronts and Oluwa water front at Okitipupa and Igbo olodumare in Okeigbo. Of all these tourism potentials in Ondo State, only Idanre hill is developing and caught the attention of researchers and tourists. Historic Idanre hill is "developing" because it still lacks some facilities that a good tourist center should have like accommodation, indoor and outdoor games etc. Despite its developing status, Idanre hills remain the only tourist center that Ondo state government and the people of Ondo state could boast of because of the positive intervention of the immediate past administration led by Dr. Olusegun Mimiko. Another historic attraction site in Ondo state that could attract tourists to the state and improve the economy if well developed is Igbo Olodumare in Okeigbo, Ile-Oluji/Okeigbo Local government (Adeniyi, Olugbamila & Olajide, 2018). Many people have read about Igbo Oldumare but they are yet to be there. Apart from its novel popularity by late D.O Fagunwa, the tourist center is not popular among lovers of tourism because it is not developed. Though the tourist center has historical values but lacks facilities that could drive tourists to re-visit or recommend it to anyone. To this end, this paper examined community based development and the Igbo Olodumare tourist center and as well address the way forward on how it can be developed and marketed to the world.

Literature review

Tourism forms a major force in the economic development of a nation and the world at large. It is one sector of the economy that has a global importance. Tourism tends to improve the economy of the third world countries and also have an impact upon the host community in this world of globalization where change is constant. In the same vein, with increasing globalization and disposable income, tourism has over the last few decades become one of the largest and fastest growing industries (IRTS, 2008). The same source observed that in 2011 the industry generated an estimated 5 per cent of global gross domestic product (GDP) and between 6 and 7 per cent of the overall number of jobs worldwide. UNWTO, (2012) maintained that demand is expected to be sustained due to rising household incomes in emerging economies fuelling leisure activities and growing international trade, which boosts business travel. Given its size, the sector bears considerable potential for economic growth, diversification and structural transformation of economies.

According to the UNCTD (2013), international tourist arrivals have shown virtually uninterrupted growth, rising from 25 million in 1950 to 435 million in 1990, 675 million in 2000 and 940 million in 2010. In 2012, it was estimated that one billion tourists would travel internationally. Only in 2008–2009 did the number experience a significant setback. According to UNWTO, (2012) the tourism sector is among the first to show early recovery from the recent global financial and economic crisis. With an estimated growth rate of 3–4 per cent in 2012, international tourist arrivals have proved to be remarkably resilient, but sensitive, to economic instability. The recovery is expected to endure over the longer term with 4 per cent annual growth in international arrivals projected through 2020, when it should reach 1.6 billion – nearly 60 per cent above current levels. Europe, East Asia and the Pacific, and the Americas are projected to be the top three receiving regions, followed by Africa, the Middle East and South Asia.

Similarly, Tourism industry has grown to be the world's largest industries and one of its fastest growing economic sectors. The publication of World Travel & Tourism Council (WTTC) in 2014 showed that in 2013, travel & tourism's total contribution to the global economy rose to US\$7 trillion, about 9.5 per cent of global GDP, not only outpacing the wider economy but also growing faster than other significant sectors such as financial and business services, transport and manufacturing and its total contribution to employment was nearly 266 million jobs about 8.9 percent of world employment. Tourism generates various economic effects, which affect positively on the overall economy of the country (Biljana Petrevska, 2013). The same source stressed that tourism have variety of micro-economic influences, like assisting in quality improvement of the employees, benefiting from the scale economies and developing new facilities according to the international standards for tourism demand and supply. Regarding the macro-economic effects, tourism is seen as a mean for enhancing the foreign export, generating foreign currency earnings, new employment opportunities, contributing to foreign debt repayment, increasing national income, generating new economic sources etc.

Nigeria is a country that is blessed with a lot of tourism potentials and it is painful that attention is being diverted from tourism sector that could provide job opportunities for many Nigerians rather than concentrating on only the oil sector (Adeniyi, Olugbamila & Olajide, 2018). The authors stressed that many countries rely on tourism for their economic survival (Dubai, Kenya, India, China, among others) and most of these countries are not endowed better than Nigeria in terms of tourism resources. Onwofonwan (1998) viewed tourism as an important component of modern economies, creating in several countries high net returns. The author submitted that any nation wanting to diversify its economic base must make efforts to access the potential of natural resources available for tourism and other uses.

In 1991, government policy on tourism was formulated to rekindle the government's interest and determination to develop and promote tourism. The policy focused on making Nigeria a leading tourism destination in the African region, it also aimed to make tourism generate foreign exchange and employment so as to encourage even development of the country (Nicholas, 2014). While the policy also aims to promote tourism-based rural enterprise, accelerate rural-urban integration and foster socio-cultural unity among the various regions of the country, the promotion of active private sector participation is one of the fundamental objectives in tourism development; these have however not yet been achieved.

The intervention of government is pertinent in the development of all sectors that could in return have positive impact on the economy of the nation of which tourism is not an exception. Focus has always been on the oil sector in Nigeria at the expense of other sectors like Agriculture, Manufacturing and of course Tourism which could help shape the economy even when the oil depended on fluctuates. If attention is diverted to tourism industry in Nigeria and the sector is well developed, it will attract investors and tourists all over the world, there will be employment for the unemployed Nigerians and Nigeria as a nation will experience boost in her economy. Having reviewed literatures on tourism from international to local, there is dearth of information or literature on Igbo Olodumare, the study area. This paper, however, stand a better chance of revealing to the world the current development situation of the study area, make known the historic features of the study area to tourists and as well serve as bench mark for researchers willing to work on the study area in future.

Community Development

Community refers to a group of people living in a defined geographical location, sharing common interest and aspiration and working together to achieve common goals. Such people

according to Ogonna (2007), share common geographical location which is normally a village or village group, common cultural traits, traditional affinity and working together to bring about social, economic and political development of people. Hence, the process of bringing about improvement in people's living condition can only be achieved through the efforts of the people engaging in economic activities that would bring about continuous change in their present situations. Bassey (2014) affirmed that development is an aspect of progression, increase, improvement and advancement in every aspect of any community and country.

Community development has been viewed by different authors based on their perception, hence it has remained a contested phenomenon which combines the idea of community with development. The commonality in the conceptualization of community development by the authors reviewed is that they all point towards, impacting positively to the lives of a people in a given community through job creation, infrastructure development, empowerment, health, art education, cultural, religious, technological, political social and economic growth of the people. For example, Afuye (2005) conceptualized community development as a structured intervention that gives communities greater control over the conditions that affect their lives. Providing further support, Eze-Uzomak (2006) takes community development to mean people in the community engaging in a process aimed at improving themselves in education, self-employment, healthcare delivery, agriculture, social infrastructure and environmental conditions, among others.

From the forgoing, community development could be operationally defined as positive changes in socio-cultural, socio-economic and political settings of a giving geographical area which could be accessed through the innovations and advancement emanating from the above changes. In this regard, for effective community development to take place through tourism, the people, in the community must also contribute their individual and collective efforts to benefit from the dividends of tourism in their community. The people must be friendly, hospitable, and cooperative ensure there is peace in the community. Moreover, tourism destinations, hospitality industries and activities therein must be attractive and accessible with basic facilities to attract income from both local and international tourist. The process of making any tourism site attractive and accessible can lead to community. Therefore, in ascertaining tourism contributions to community development there is need to focus on the economic and socio well-being of the society and particularly the host communities.

Conceptual framework

Self-expression concept shall be used for this study. Self-expression concept is the theory that is applicable to tourism development and planning. The theory was propounded by Elmer & Bernard (1973). Elmer and Bernard saw tourism as a result of the drive for self-expression. They further observed that man was perceived, as an active dynamic creature with a need to find outlet for his energy to use his ability and to express his personality. According to Mitchell and Mason (1972), the specific type of activity that man engages in is influenced by the following factors; physiological and anatomical structure, physical fitness level, environment, family and social background. Mitchell and mason further observed that the wishes of man were influential in shaping tourists attitude and habits.

Based on the statement put forward by Elmer & Bernard (1973) that man engages in tourism for self-expression, it is therefore pertinent that tourism sites must be developed to satisfy or meet the needs of the tourists. For Igbo Olodumare to develop and become a suitable destination for tourists, necessary facilities like good road network, accommodation, electricity, pipe borne water, internet facility, good mobile networks ,environmental landscaping or beautification, indoor and outdoor games and food and beverages stores must be available. If these necessary

facilities that could make tourists feel “home away from home” are available, they will be satisfied and give good recommendation about the attraction site within and outside Nigeria.

The study area

Igbo Olodumare tourist centre is located at Igbo Olodumare village in Okeigbo, Ile-Oluji/Okeigbo local government area of Ondo state. Okeigbo town is situated in the western part of Ondo State, sharing boundaries in the east with Ondo and Ifedore local government of Ondo State and in the west with Osun State. The town lies between longitude 4° 43' E and latitude 7° 10' N. Igbo Olodumare tourist center is about 20 kilometres from the heart of Okeigbo, though the attraction site can also be accessed via Ile-Oluji. Okeigbo is the town of a renowned story writer Late D.O Fagunwa. The stories “Ogboju Ode ninu Igbo irumole” (Brave hunters in the mysterious forest) and Igbo Olodumare (Forest of the Almighty) were written by Late D.O Fagunwa; the real stories that propelled the declaration of Igbo Olodumare as an attraction site.

Generally, Okeigbo people speak Ile-Ife dialect because they share boundary with Osun State, hence they have the same culture and tradition. The people are predominantly farmers; they cultivate both food crops (Plantain, Banana, Yam, Cocoyam, and Cassava) and cash crops (Cocoa, Palm oil, and Palm kernel). They have fertile land that supports agricultural practices. The population of Okeigbo is above 80,000 according to information gathered during the field survey. Okeigbo has a rugged terrain, densely dotted with beautiful granitic inselbergs soaring high and above the tree canopies.

The monumental features of Igbo Olodumare tourist center are discussed below

- (i) *Yangi*: Yangi (under the stone) is the name of the spot where “*Esu kekere ode*” (Monster) was residing entering Igbo Olodumare. In the olden days, whosoever that wants to come to Igbo Olodumare must pass through here. At night, “*Esu kekere ode*” would kill any hunter coming to Igbo Olodumare. Akara oogun, a very powerful hunter was able to conquer him and since then, Igbo Olodumare became a safe place for hunters to enter.
- (ii) *Idi Ogun*: This is the spot where god of iron is being appeased. After the disappearance of *Esu kekere ode*, Igbo Olodumare became a safe place for people to enter. *Akara Oogun*, the first hunter to enter Igbo Olodumare, killed an elephant and sacrificed it at Idi Ogun. The skull of the elephant still remains at Idi Ogun till date.
- (iii) *Ogeriwese stream*: People must pass through the stream to reach oke langbodo. It flows toward *ireke onibudo (ireke ti a ba ni ibi ti a te do si)*. Any evil doer who crosses the stream will die before the year ends. It is believed that the stream has the power to neutralize any form of magical power possessed by any evil person. At the beginning of every year, water will be collected from the stream and be taken to the village for prayer. Thereafter, the water would be sprinkled to sanctify the roads that enter the village in order to avert all forms of evil.
- (iv) *Isalu Orun*: *Isalu Orun* is the residence of the spirits. People with special prayer requests visit the place and their prayers will be granted but rites must be performed before visiting Isalu Orun.
- (v) *Apata Adimula*: There is no how one can get to Apata Adimula without climbing the concrete steps. The steps are directly facing Apata adimula. Apata Adimula is a mediator rock under which prayer requests are made and granted with faith. The seven hunters (Akara oogun, Kako onikumole ekun, Imodaye, Ifoye, Aramanda Okunrin, Bembe olokunrun and Olohun iyo) met under Apata Adimula before facing Oke Langbodo.

- (vi) *Oke Langbodo*: Oke Langbodo is the hill where the sound of the people from the spirit world is being heard pounding. Only the brave people can climb the hill due to its slippery nature. Most people stop after climbing Apata Adimula. Oke Langbodo is the gate way to Igbo Olodumare and other attraction areas that abound in it. Historically, only Akara Oogun, one of the seven hunters returned from Oke Langbodo where he met a crying monster who complained that of all creatures only human beings are not contented with what they have and that was why the hunter left the town to come hunt for animals and as a result disturb the peace of the monsters and the animals.
- (vii) *Ejola Iberu* (python): This is one of the sites that attract tourists after climbing Oke Langbodo. The ancient python lives under the hill and it comes out between August 26th and 28th every year.
- (viii) *Aginju Ikadekeroro* (silent forest): Olowo Aye fought Anjonu iberu (mysterious being) and conquered. Before the mysterious being died, he proclaimed that no one must make noise in the forest and since then people communicate in the forest by beating trees to signal their presence.
- (ix) *Bottomless pit*: The pit has no end. Anyone who falls inside the pit is gone forever.

Everything written by D.O Fagunwa about igbo Olodumare which later turned to be a tourist center is still intact but the tourist center which the author took his time to promote is deteriorating and it is not getting the needed attention for revival or development from the Local or State government.

Methodology

The study utilized both primary and secondary data. Secondary data was sourced from literatures on tourism while primary data was sourced using personal observation, oral interview which was directed at the curator of Igbo Olodumare and structured questionnaires which were administered to tourists for three months (January to March, 2018) using purposive sampling due to the manner of some tourists. However, due to low patronage of the attraction site, a total number of 85 questionnaires were administered to the tourists and all were retrieved. The instrument was designed on a four-point rating scale with numerical response options in descending order of Very High Extent (VHE)-5 points, High Extent (HE)-4 points, Medium Extent (ME)-3, Low Extent (LE)-2 points and Very Low Extent (VLE)-1 point.

In addition, a qualitative method of field survey in the form of Focus Group Discussions (FGD) guide was also adopted. Cohen and Manion (2007) stated that Focus Group Discussion is the gathering of a group of people in which their examine specific subject with a moderator who keeps the group to the subject under consideration. The FGD provides a two way communication, offers time for in-depth discussion, provides immediate feedback on new information, fosters group spirit when common concerns are identified and allow for emotional as well as intellectual reaction. Hence, the researchers used both quantitative and qualitative methods of field survey in this study. The Focus Group Discussion (FGD) guide was used to elicit qualitative information from six community leaders and six tourism staff which were randomly selected from the communities not been used for this study.

The data collected was analysed using mean and standard deviation. The decision rule used on the mean was 2.50. This means that any item with a mean score of 2.50 and above was considered important for the contributions of tourism to community development and as such accepted. Secondary data therefore helped to establish what is already in existence in relation to current study and explanations that have been offered concerning relationships among

variables, published and unpublished works and access of information from websites acted as further reference materials.

Findings and discussion

Findings showed that gender of the respondents visiting the tourist centre. Findings showed that majority (57.6%) of the respondents are male while 42.4% of the respondents are female. This indicates that male tourists visit the attraction site more than female tourists. Because of phobia, most female tourists decline upon reaching dreaded Okelangbodo. Findings also revealed the age of the respondents in the study area. Respondents who are below 18 years are 5%, respondents who are between 19-35 years are 43.5%, respondents who are between 36-50 years are 38.8%, respondents who are between 51-65 years are 8.2% while respondents who are 65 years and above are 3.5%. It can therefore be established that those visiting the tourists' centre are active people; they are typically youths. Findings established occupational status of the tourists. Findings established that majority (57.7%) of the respondents was students, 28.2% of the tourists are civil servants, 9.4% are researchers while the remaining 4.7% are self-employed. Students on academic excursion form the majority of the tourists visiting the attraction site (Table 1).

Table 1. Gender of the tourists

S/N	Variables	Frequency	Percentage (%)
Gender			
1	Male	49	57.6
2	Female	36	42.4
Age			
1	Below 18 years	5	6.0
2	Between 19-35	37	43.5
3	Between 36-50	33	39.8
4	Between 51-65	7	8.2
5	65 years & above	3	3.5
Occupation			
1	Civil servants	24	28.2
2	Self-employed	4	4.7
3	Un-employed	-	-
4	Researchers	8	9.4
5	Students	49	57.7
	Total	85	100

Source: field survey, 2019.

Physical Condition of the Study Area

Findings revealed the condition of physical condition leading to Igbo Olodumare. Majority (76.5%) of the respondents asserted that the road condition is bad while 23.5% of the tourists stated that the road condition is fair. The poor road condition is one of the factors impeding people from patronizing the tourist centre. The road is usually fair during dry season but bad during raining season. Tourists believe that Igbo Olodumare is not well developed. Majority (71.8%) of the respondents stated that the tourist centre is under developed while 28.2% of the tourists agreed that the tourist centre can be worked-on to become that of international standard. The community and Ondo State government have a lot to do in ensuring that Igbo Olodumare is well developed to meet both national and international standard (Table 2). Findings established that most (91.8%) of the tourists agreed that the patronage is low while the remaining 8.2% of the tourists believe that patronage level of Igbo Olodumare is fair. Lack of

social and infrastructural facilities like road, accommodation, relaxation area and many more contribute to the low patronage. On how tourists get to know about Igbo-Olodumare, 34.1% of the tourists got to know the study area through friends, 30.6% got to know about Igbo Olodumare through internet while 35.3% are aware of the tourist got to know the study area through novel. This is attributed to the fact that most of the tourists have read about Igbo Olodumare through the books written by D.O Fagunwa many decades ago (Table 2).

Table 2. Physical Condition of the Study Area

S/N	Variables	Frequency	Percentage (%)
Road condition			
1	Good	-	-
2	Fair	20	23.5
3	Bad	65	76.5
Development level			
1	Developed	-	-
2	Developing	24	28.2
3	Under developed	61	71.8
Patronage level			
1	High	-	-
2	Normal	7	8.2
3	Low	78	91.8
	Total	85	100
Awareness			
1	Through friends	29	34.1
2	Through internet	26	30.6
3	Through novel	30	35.3
4	Others, specify	-	-
	Total	85	100

Source: Field survey, 2019.

Table 3. Mean rating and standard deviation showing the extent tourism has contributed to the community development of the study area

Item Statement	N	X	SD
Tourism brings about construction of roads and bridges	85	2.54	0.75
Tourism brings an increase in the rate of buying and selling of goods and services to the host communities	85	2.81	0.03
Tourism brings about expansion of the markets of the host communities	85	2.89	0.06
Tourism attracts communication industries which created business opportunities and employment	85	2.81	0.14
Tourism increases transport network which makes movement of loads and people easy	85	2.75	0.08
The number of tourists that visit tourist sites in Cross River State increase economic development of the host communities	85	3.02	1.13
Tourism brings about infrastructural development which boosts the economy	85	2.68	0.95
Tourism promotes peaceful coexistence among the people of the host communities	85	2.77	0.93

Grand mean	85	2.64	0.62
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Table 3 showed the mean and standard deviations of the extent tourism has contributed to the community development of the study area. Result revealed that all the responses of respondents on items 1-8 have mean ratings above the criterion level of 2.50 with their corresponding numerical values of standard deviations, and grand mean of 2.64 with SD of 0.62. Since, the mean ratings are above the criterion level of 2.50 for accepting an item, this confirms that the respondents agreed to a moderate extent, that tourism has contributed to the community development of the study area.

Summary of findings

People have different reasons for visiting an attraction site. Many people visit a tourist centre in order to relax or escape from boredom, some visit in order to carry out historical research about the tourist centre, some for academic purpose or excursion. As for Igbo Olodumare, the Study area, majority of its tourists are students on excursion basically for academic purpose. Finding established that the study area is under developed as it cannot boast of any facility that could make tourists revisit or recommend to anyone. Aside from being an historical site, Igbo Olodumare lacks social and infrastructural facilities like administrative office, relaxation area, accommodation, restaurant, electricity, bore-hole or pipe-borne water, good road network, internet facility, good mobile networks, indoor and outdoor games. The front of the king palace serves as reception as there is no administrative block. The tourist centre has no permanent government staff, it can only boast of one curator who is a native of Igbo Okeigbo.

More so, the level of patronage as revealed by the study is very low due to lack of facilities within the tourist centre couple with bad road which makes journey to the tourist centre very stressful and discouraging. Ascending Okelangbodo, the statues of Akonimeje (the seven great warriors) under Apata Adimula (mediator rock) are no longer there. The statues are believed to be one the monuments attracting tourists to the tourist centre. Finally, according to findings, awareness creation about the tourist centre is low. Apart from lack of radio, television and social media publicity, there is no sign of existence of a tourist centre upon reaching Okeigbo. There is no banner welcoming tourists to Okeigbo or banner/sign post talking about Igbo Olodumare tourist centre on the road sides as tourists travel from Okeigbo town to Igbo Olodumare village where the tourist centre is situated. Findings also established among others that tourism promotes peaceful coexistence among the people of the host communities, promotes enlighten, education and interpersonal relationships which facilitates social development among people. This finding is in line Omeje (2006) which affirmed that tourism contributes to social and economic and cultural development of a country. Ghosh (2011) also stated that social interaction between tourist and host community enhance the mutual appreciation, tolerance, understanding, awareness, family bonding, learning, respect and likings which enhance social development in the host community.

Conclusion and recommendations

The study conclude that tourism attracts foreign investors and as such, the economic value of foreign exchange earnings from tourism contributes to government's revenue for the development of rural areas and community projects in order to ensure sustainable livelihood of the people. Tourism is an effective tool for positive image making, offers good opportunity for personal contact and interchange of cultures and ideas; thus creating opportunities to seek cooperation, inter-tribal peace, and tranquillity; it is pre-requisites for community development area sustained. However, the beauty of every tourist centre lies in its embedded facilities that will make the visitors or tourists feel satisfied and comfortable and which may make them in return term such tourist centre "a home away from home". The perception of tourists about a particular tourist centre determines whether they will revisit again or recommend it to other

people. Meanwhile, in the case of Igbo Olodumare, the study area, after visiting the historic site, there is no place tourists can relax; the tourist centre lacks both social and infrastructural facilities as discussed in the summary of findings above.

Igbo Olodumare with the popularity gained through the book of D.O Fagunwa many decades ago should be the best tourist centre in Ondo state and one of the best in Nigeria in terms of facilities that could attract tourists all over the world. Igbo olodumare village where the tourist centre is located is a small settlement with no functional facility meaning the community and Okeigbo at large cannot develop Igbo Olodumare tourist center alone but need the intervention of government and tourism investors/experts. Igbo Olodumare, if well developed and properly managed will attract tourists all over the world. Investment in Igbo Olodumare will not only develop Igbo Olodumare village or Okeigbo town but Ondo State at large thereby boosting the economy and providing job opportunities for the unemployed. In line with the conclusion above, the following recommendations are put forward.

- The state government and lovers of tourism in Okeigbo should gear up with a plan to develop Igbo Olodumare to both national and international standard by providing necessary social and infrastructural facilities (like administrative office, relaxation area, accommodation, restaurant, electricity, bore-hole or pipe-borne water, good road network, internet facility, good mobile networks, indoor and outdoor games) that could attract tourists.
- Following the above recommendation, the state government should through the ministry of culture and tourism employ trained and qualified personnel that could manage well the tourist centre. Presently, the tourist centre has one casual staff that is an indigene of Igbo Olodumare village in Okeigbo.
- The statues of the seven great warriors should be re-installed at the tourist centre.
- Stairs should be constructed for easy climbing of Oke Langbodo.
- There should be awareness creation about Igbo Olodumare on radio station, TV station and social media. Provision should be made for banners and posters welcoming tourists to Okeigbo town and banners/sign posts with wise words about nature and tourism on the road sides leading to Igbo Olodumare.

Having gone through a critical survey Igbo-Olodumate, Oke-Igbo, Ondo state, it is important to suggest and recommend possible solutions for the improvement of tourism development in the study area in order to positively have an impact on the host community. The government should provide infrastructural facilities in the coastal area. Facilities such as parking space and good road networking should be provided in the coastal area. Though these facilities exist at the moment, it is not enough to meet the need of the visitors, especially during the festive period. Providing these facilities will enhance and direct actions towards developing the coastal zone as a tourist destination.

Media awareness is a contributing factor to any tourist destination in the world. The government should try as much as they can to market the Igbo-Olodumare as a potential tourist destination. The host community should be encouraged to participate in the development of the coastal area through a community-based programme put in place by the government. The programme should be totally funded by the government and the representatives of the community should be part of the policy making. This type of programme will give the community a sense of belonging in bringing development to their area. Also, government-private partnership should be encouraged to stimulate development in the region. In the advanced world, public and private partnership promotes development in any tourism destination. Therefore, the government should encourage partnership with private individuals in promoting the region of Ondo State.

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APPENDIX



Figure I: Statue of Baba Onirugbon yeuke (the great herbalist).

POLICY BRIEF

Community Based Development and the Igbo Olodumare Tourist Centre, Okeigbo, Ondo State, Nigeria

Tourism has become a phenomenon in both developed and developing economies across the globe, owing partly to bizarre of income generation, employment creation and poverty elimination potentials; and exploring development variables associated with the intangible products. Tourism as a displacement activity involves being away from home on a temporary

short-term visit to places of interest outside one's domicile and work. United Nation World Tourism Organization (UNWTO) however put a time limit of within a year of stay outside the environment other than your home either for business, leisure or other purposes to the definition of tourism. But strictly speaking, tourism encompasses the industry that package, facilitate, promote and delivered such travel and care for those on the move as well as the impact the visitors and host communities have on each other before, during and after the experience.

However, insufficient attention to the historical aspects of developments is a set back to the challenges facing tourism development in Nigeria. One cannot say Nigeria is ready for international tourism because the populace has not yet prepare to accept the idea of having in their locality streams of foreign visitors as well as having to "sell" "market" aspects of their culture, social life and the surrounding natural environments to tourists. While wide life and natural geomorphic features may be common to regions and countries, cultural activities represent the unique attractions that a country could preserve and promote for tourism. Unfortunately, our histories and culture have been little documented, let alone packed for tourism. A number of tourists cultural facilities also been designed through poor maintaining, management and misuse. A major weakness in Nigeria in preparation for cultural tourism is that culture is still very much foreign to the people. Tourism is seen as the exclusive pressure of the rich and affluent who can afford both the cost and time needed for trips.

Tourism does not occur randomly; it occurs with knowing and using its potentials. Any tourism activity in a region cannot begin unless resources are identified, categorized, assessed, and realized. Scholars used some criteria to evaluate and categorize the tourism potential in a given destination. For example, the potential of a site for development as a tourist attraction can be evaluated into two distinct features: physical features, such as sea, landforms, mountains, hills, inland water, coasts, and forests, and cultural features, such as culture, lifestyle, art, handicrafts, and heritage. Tourist potentials also encompass basic tourism infrastructure and services and facilities which fulfil the needs of visitors. Tourism elements can be consisting of three main components: attraction, marketing, and tourism-related facilities/accommodation, transportation, and tourist information. The literature cites the attractiveness of an area as the most important criterion to evaluate the potential of a tourism destination. Evaluating the characteristics of an attraction is necessary in terms of its importance and value, uniqueness, and rarity. Additionally, its level of uniqueness and/or importance on the local, regional, national, or international level would play a key role in attracting more tourists.

On the other hand, community development of tourism is commonly viewed as a means of facilitating socio-economic benefits to indigenous individuals, communities and host regions. Like all forms of tourism, the development, implementation and management of indigenous tourism should arguably be underpinned by the principles of sustainable development and natural resource management. From the early 1990s, researchers have produced seminal texts and/or journal articles about various dimensions of indigenous tourism. Early works, such as these, have to varying degrees, been underpinned by the principles of sustainability and thus often espoused development that not only facilitates the economic well-being of Indigenous peoples and ensures conservation of indigenous cultural landscapes and the environment, but also (and above all), ensures tourism development is used as a positive opportunity for enhancing the social, cultural and place identity of Indigenous peoples.

In summary, the government and all other stakeholders should rise to their responsibility by giving all needed support to the tourism industry in Nigeria so that our dear nation will be a force to reckon with the like of Spain, France, Greece, Brazil and other tourism nations. It is well known that facilities play a significant role in enhancing national development. In other words, if these facilities are put in place, it will serve as an element of development in the study area in particular and the country in general.