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Effectiveness of Tourism Policy Implementation: The Perception of Stakeholders in Ogun State, Nigeria

Abstract

Tourism policies are notably significant to effective utilization of environmental and human resources for economic prosperity and sustainable development. This study investigates the perception of tourism stakeholders on the effectiveness of tourism polices in meeting the objectives of tourism. Availability and convenient sampling techniques were employed in selecting 200 respondents from the study population in Ogun State, Nigeria and questionnaires were administered to them. Data were analysed using frequency counts, simple percentages, mean and standard deviations. Results revealed that tourism policy enhances the quality of tourists' services ($M=3.24$; $SD=0.664$). Majority of the stakeholders were also of the perception that the objectives of tourism policy have been achieved to some extent and that this has given tourism its pride of place in the study area ($M=3.14$; $SD=0.763$) and thereby using tourism to improve the economy of the state ($M=3.12$; $SD=0.708$). The study also found that tourism policy can improved the quality of tourism services ($M=3.17$; $SD=0.749$) and can lead to increase in the establishment of more tourism centres ($M=3.14$; $SD=0.780$). The study concludes that majority of the stakeholders opines that Ogun State tourism policy has a very good impact on tourism development in the state.

Keywords: *Tourism, Policy Implementation, Tourism development, Stakeholders*

Jel Classifications: Z38, O24

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1. Introduction

A policy refers a deliberate principle or guideline of actions proposed or adopted to achieve targeted goals by individuals, groups or organisations. One of the basic reasons for having a policy framework in the tourism industry is to guarantee and protect effective standardization of practices and process utilized in the course of service delivery in the industry which the policy is being implemented. This standardization ensures consistency and consensus as it relates to practices with the goal of attaining sustainability and quality tourism product and services. According to the Association of Caribbean States (2015), a good tourism policy should cater for appropriate use of environmental and human resources. An efficient tourism policy is expected to position tourism as a critical sector of economic growth with focus on domestic tourism as the key to tourism growth. There is no gainsaying that tourism is one of the World's major economic sectors. It is a unique tool for socio-economic transformation of a developing economy. Tourism has been reported to be the third largest industry in global exports (after fuel and chemicals). In the world today, tourism has also been reported to be the highest employer of labour in the 21st century. With over one billion tourists travelling to visit international destinations annually, tourism has emerged a leading economic sector, providing employment to over one hundred million people worldwide (www.oas.org, 2022).

The tourism industry contributed 10.3% to global GDP in 2019 and it accounted for 7.0% of global trade this same year. Globally, the direct contribution to world economy attributable to travel and tourism was put at 5.8 billion U.S dollars in 2021. The contribution of Travel and tourism sectors to global GDP is forecasted at 8.6 trillion U.S dollars in the year 2022 (wttc.org, 2022). For some countries (such as UAE, France, Kenya, etc.), tourism is responsible for over 20% of their GDP (UNWTO, 2022). However, in Nigeria the Travel and Tourism industry was reported to have contributed 5.1% to the nation's GDP in 2019.

As a developing economy that is aspiring greatness, tourism is a critical sector that the Nigerian government should pay attention to. Ogun State is one of the 36 states in the federal republic of Nigeria and it is one of the States that have shown commitment of the promotion of tourism sector with the aim of taking advantage of the huge socio-economic benefits attributable to tourism development for the good of her citizenry. According to the Ogun State Ministry of Culture and Tourism (2011), the Ogun State government has developed a tourism policy since the year 2005 with the aim of growing its tourism industry to an enviable height. However, the performance of the tourism industry in any given state depends largely on the policies governing tourism activities in the state. Consequently, the kind of policy framework and how effectively it is being implemented will go a long way in determining the impact of tourism in the state.

Since tourism is a multidisciplinary and multifaceted phenomenon, one of the popular ways of approaching tourism impact study is its effects as it cut across tourism stakeholders. The stakeholders are directly involved and they feel the impact of tourism activities in their locality (Kukoyi et al., 2020). It is in view of the foregoing that this study investigates the perception of tourism stakeholders about the effectiveness of tourism policy that is being implemented in Ogun State with a view to underscore its impact on tourism development in the State.

The aim of the study is to investigate the perception of tourism stakeholders' on the effectiveness of Ogun State tourism policy implementation. This would be achieved through the following specific objectives:

1. Ascertain the stakeholders' level of knowledge on Ogun State tourism policy.
2. Investigate stakeholders' perception on the importance of Ogun State tourism policy framework.

3. Investigate stakeholder's perception of the extent to which the objectives of the Ogun State tourism policy have been achieved.
4. Examine stakeholders' perception on the impact of Ogun State tourism policy on
5. tourism development in the state.

2. Literature Review

Tourism as a phenomenon cannot be overlooked in the socioeconomic advancement of developing nations. Tourism has been reported to be capable of attracting foreign exchange earnings, creation of jobs and enabling opportunities for development, thereby significantly contributing to economic prosperity of a state (Boulhila, 2022). According to Marion (2018), decisions relating to determination of goals and methods outlined for achieving the set goals can be tagged a policy. However, tourism policy is a form of public policy initiated by government intending to promote tourism. Alberto (1976) evaluates the imports of government policy in the development of tourism in Italy with focus on its influence on supply of facilities and demand. The researcher concluded that the value of tourism policy influences both economic practice and theory. Linda (2010) reported that despite the uniqueness in characteristics that may differentiate destinations, for any tourism destination to do well, there is need for internal guidelines or framework in form of a policy for stakeholders to operate with. Marion (2018) in an opinion research about tourism policy and governance investigated the role of hot communities in addressing the threat of over-tourism in destinations with a view to address the cause and suggest solution to this problem. The study found that the core problem has to do with policy addressing tourism as a social construct which is defined by a specific behaviour (travelling and staying in places outside ones usual environment). The control of this behaviour through policies and regulations designed for some other purposes may be counter-productive. The study concluded that the appropriate development of tourism is largely the responsibility of decision makers, which many a times have little regard for or poor understanding of tourism. In a related study, Tazim and Blanca (2018) investigated certain themes and issues that relates to governance and policy as it affects tourism with a view to establish what constitutes good government in relation to sustainable tourism development. The researcher found justice as the key element for good governance and policy that can preserve cultural and heritage values and therefore promote equity and sustainable tourism.

Rosa et al. (2020) investigated place, power and tourism as disparate actors that intersects to establish value from shares spatial resources with a view to underscore how stakeholders pursue their interest within the business environment. The study found that some stakeholders make competing claims over place through engagement and involvement in tourism practices. Greg and Maria (2022) also affirm that proximity to the point of attraction plays a cogent role in retaining tourism interest in the heart of visitors. Political power influence cannot be overemphasized in the development of tourism in any nation. However, through tactical use of expertise, information management strategies, symbolic and physical visibility, and political will for action and inaction, stakeholders exercise power. According to Regis and Zibanai (2021), coups by military agents are another form of political intrusion which is detrimental to tourism. Military coup is usually characterized by instability which retards tourism growth. Rosa et al. (2020) concluded that the intersection of tourism and place is established from these practices and strategies observed from the stakeholders which also influences economic, social and political value of tourism

In another study, Cannas (2012) investigated how seasonality affects tourism with a view to underscore how seasonality as a phenomenon affects tourism business. The study reviewed causes of seasonality, impacts of seasonality, spatial and temporality of seasonality. The study however found that policies can be strategically utilized to address the influence of

seasonality on tourism business. Yi et al. (2019) investigated the concept of sustainable tourism and sustainable development within the context of tourism policy, practice and research. The study however found that sustainable tourism policy in recent times is commonly economic-growth oriented which may impact the environment negatively and thus negates the theoretical position of sustainable development. The study concluded that policy formation process and governance behaviour towards sustainable development of tourism needs a lot of improvement. None the less, Stevenson (2009) posits that the priority given to tourism policy implementation depends on the political leader's interest in the specific context within which the policies were formulated and tourism's position in the hierarchy of the government's agenda for development. In a related study, Bernardma et al. (2018) investigated the determinants of competitive advantages in tourism services; the researchers found that economic indicators as well as trade policies significantly influence the international competitive advantage of a destination for tourism business. According to Noel (2011), the knowledge of tourism policy aids provision of solutions to challenges confronting tourism through the availability of information that is required for action, and as well promoting stakeholders' interest as a guide to industry trade and investment promotion. The review of past studies related to tourism policy as evident above revealed that less work had been done on the perception of all tourism stakeholders on tourism policy formulation and implementation towards tourism development. It is on this basis that this study focuses on the perception of tourism stakeholders on the effectiveness of tourism policy and implementation.

2.1. Tourism Policy Objectives

The objectives of tourism policy are multi-dimensional (Velasco 2004), because it reflects the significance of tourism to the existence of man and his holistic environment. Tourism policy influences socio-cultural, socio-economic, political and environmental sustenance with the goal of promoting tourism trade as well as national development. In formulating tourism policies, the following are usually considered as part of its objectives:

- Promote the destination by working towards improving internal and external tourism demand.
- Target international tourism growth and increase foreign currency income to support the balance of payments.
- Establish public institutions, national tourism administrations in tandem with WTO (1997), to stimulate tourism growth and to do so in a sustainable manner.
- Increase awareness campaign on the significance of tourism activity towards entrepreneurship, private and public sector trade and investment.
- Support the right to travel and move freely as laid out in the Universal Declaration of Human Rights. Tourism promotes peace and cultural integration.

2.2. Ogun State Tourism Policy Objectives and Benefits

The tourism policy framework of Ogun State stands as the government approved policy document on the basis for which tourism will be developed in Ogun state. The document presents the objectives of the policy and the duties of all stakeholders, both the government and private sectors as it concerns the development and operations of tourism infrastructures, facilities and regulations governing tourism activities in the state.

- Identify areas for Tourism Development in the State and demarcate them as 'Tourism Zones'.
- To accord tourism it's pride of place and its development utmost priority.
- Promote and encourage intensive and extensive development of super structure and infrastructure both for natural and artificial tourist facilities.

- Encourage large-scale private participation and/or joint venture partnership in development of tourism superstructure and infrastructure throughout the State. However, Government's participation in Superstructure development will be minimal or at best temporary only to jumpstart and encourage the development of vital projects that will enhance speedy growth of tourism in the state.
- To give necessary and adequate incentives to private sectors developers and investors of both superstructure and infrastructure where necessary.
- To encourage the provision of facilities for mass tourism, recreation and leisure in all part of the state for both domestic and international tourists.
- Preserve the cultural heritage and natural endowment of the state by reviving, developing and acting the script of the ancient culture, tradition, historical sports, history of buildings, people and places and other things of note and value as was or close to them for the purpose of setting up ethnographic centre for youth development.
- Promote our indigenous cuisine by encouraging its presentation in our hotels, restaurants and eateries.
- To encourage the formation of various tourism professional bodies and to facilitate cooperation amongst them and other local and international tourism bodies and agencies (private or government) and ensure a pleasant and enduring relationship.
- To regulate, standardize, categorize, classify and control all tourism facility and operators within the industry in the state e.g. tourism attractions, resorts, sites, hotels, restaurants, bars, cinema houses, night clubs, entertainment houses, wildlife and recreational parks, road and holiday camps, travel agencies, tours operators, transporters, travel writers, trainers and other operators within the state while coordinating the activities of the operators of these facilities.
- To formulate training policies and programmes for tourism industry workers and students interested in making a profession of tourism. Facilitate and encourage the private sector to organize workshops, symposia and enlightenment programmes for all indigenes to appreciate tourism and how best to receive tourism.
- Generally conduct research and use such research findings to improve the development of the industry.
- To aggressively market the state tourism industry within and outside Nigeria while encouraging all workers in the state to imbibe the holiday culture.
- To use the state security and environmental regulatory authorities to enhance the state security and make the environment conducive for tourism.
- To generally use tourism to improve and boost the economy of the state by expanding its revenue base, thus increasing the income and employment generating capacities of the state (Ogun State Ministry of Culture and Tourism, 2011).

The expected benefits of the Ogun State tourism policy are as follows:

- Promote Ogun State as an investor-friendly, commercially and socially conducive in Nigeria.
- Promote Ogun State as an environmentally safe place for tourist and investment destination.
- Create a conducive environment for the development of new business (small, medium and large scale enterprises), thus creating wealth and alleviating poverty.
- Create employment opportunities (especially for the youths) through the development of new tourism-related business.
- Improve standard of living, through the provision and development of infrastructure.

- Reduce the bureaucratic and administrative bottle-necks associated with tourism development.

2.3. Stakeholder Theory

Stakeholder theory refers to the ethical concept that addresses the outcome of business decisions, trends, profits etc., and its collective impact on all stakeholders. The theory posits that a business must seek to maximize value for its stakeholders. It emphasizes the interconnections between business and all those who have a stake in it, namely customers, employees, suppliers, investors and host community (Kukoyi et al., 2017).

Tourism as an industry should be interested in maximizing value for its stakeholders. Hence the tourism policy adopted by any government should be that which aids progression in the business of tourism as well as give deserving benefits to all stakeholders. Therefore, perception of tourism stakeholders on the effect of policy guideline employed in driving the tourism industry becomes necessary to underscore the achievements of tourism as an industry in their locality.

3. Methodology

The study used a cross-sectional design to analyze the perception of tourism stakeholders on the effectiveness of Ogun State tourism policy. The study population comprised of people who have stake in the tourism industry in Ogun State and they are categorised into five groups (see table 1). Availability and convenient sampling techniques were employed in selecting not less than 200 respondents from the study population. A well-structured questionnaire was developed and used to collect data from the selected respondents. The questionnaire has three main sections each focusing on the objectives of the study; the first section consist of questions on stakeholders' knowledge on the importance of Ogun State tourism policy, the second section consist of questions on stakeholders' perception of the extent to which the objectives of the Ogun State tourism policy have been achieved while the third section consists of questions centered on stakeholders' perception on the impact of Ogun State tourism policy on tourism development. Data gathered were analysed using frequency counts, simple percentages, mean and standard deviation.

Table 1: Respondents' Distribution.

Respondents	F	%
State Tourism Officials	34	17.2
Tourism Business Operators	24	12.1
NGOs	23	11.6
Tourists	69	34.9
Host Community Members	48	24.2
Total	198	100

Source: Researcher field survey 2021

It should be noted that out of the 200 questionnaires distributed for the study, only 198 were returned valid some of which also have a few questions unanswered. The analysis was therefore based on the 198 questionnaires that were returned valid.

4. Results

Table 2 reports the stakeholders' knowledge on the importance of Ogun State tourism policy. As revealed in the table, all the state officials have knowledge on the importance of Ogun State Tourism Policy but the level of knowledge varies; 11.8% have low knowledge, 35.3% good knowledge, 50.0% (which is the majority) have very good knowledge while the remaining 2.9% have excellent/perfect knowledge of the policy document. Among the tour operators, majority (37.5% and 33.3%) have good knowledge about the importance of Ogun State tourism policy. 78.3% of NGO officers have good knowledge of the Ogun State tourism policy. Among the tourist, 46.4% have low knowledge while 53.6% have good knowledge of Ogun State tourism policy. 2.1% of the host community members have no knowledge about the Ogun State tourism policy, 51.1% have low knowledge, 31.9% have good knowledge, 12.8% has very good knowledge and 2.1% has excellent/ perfect knowledge of the importance of Ogun state tourism policy. Summarily the table 2 revealed that the state officials, tour operator and NGO possess a very good knowledge of the importance of Ogun state tourism policy while most of the tourist have good knowledge, most of the host community member have low knowledge of the importance of Ogun state tourism policy. Very few of the host community and state official have a perfect knowledge of the importance of Ogun state policy.

Table 2. Stakeholders' Level of Knowledge on the Importance of Ogun State Tourism Policy.

Stakeholder	Rating of knowledge on the importance of Ogun state tourism policy					Total
	No knowledge	Low knowledge	Good Knowledge	Very good knowledge	Excellent/perfect Knowledge	
State Officials	0 (0%)	4 (11.8%)	12 (35.3%)	17 (50.0%)	1 (2.9%)	34
Tour Operators	0 (0%)	7 (29.2%)	8 (33.3%)	9 (37.5%)	0 (0%)	24
NGO	0 (0%)	5 (21.7%)	6 (26.1%)	12 (52.2%)	0 (0%)	23
Tourists	0 (0%)	32 (46.4%)	19 (27.5%)	18 (26.1%)	0 (0%)	69
Host Community Member	1 (2.1%)	24 (51.1%)	15 (31.9%)	6 (12.8%)	1 (2.1%)	47
Total	01	72	60	62	02	

Table 3 presents descriptive statistics for the Ogun State tourism policy framework. "Ogun State tourism policy enhances the quality of tourist services in the state" ranked number 1 with the highest mean value and standard deviation (mean 3.24; SD 0.664). This is followed by "Ogun State tourism policy can improve the society through the creation of a good atmosphere for life" (mean 3.16; SD 0.710) and "Ogun State tourism policy can create employment through tourism industry creation" (mean 3.15; SD 0.835) which ranked second and third respectively. This implies that the respondents ranked the three statements quoted above at the first three important policy frame work known to them. Others are as presented in table 3.

Table 3. Stakeholders' Knowledge on the Importance of Ogun State Tourism Policy

Variables	SD F (%)	D F (%)	A F (%)	SA F (%)	Remark	MEAN	STD	RANK
Ogun state tourism policy promotes the preservation of cultural heritage, tradition and history	14 (7.1)	16 (8.1)	115 (58.4)	52 (26.4)	AGREED	3.04	.794	9 th
Ogun state tourism policy does not aim at increasing the revenue of the state	29(14.7)	75 (38.1)	43 (21.8)	50 (25.4)	DISAGREED	2.58	.025	13 th
Ogun state tourism policy boast the economy of the host community	7 (3.6)	32 (16.2)	112 (56.9)	46 (23.4)	AGREED	3.00	.735	11 th
Ogun state tourism policy enhances the quality of tourist services in the state	2 (1.0)	19 (9.6)	105 (53.3)	71 (36.0)	AGREED	3.24	.664	1 st
Ogun state tourism policy will aid the development of tourism infrastructure and revitalization of public space	4(2.0)	24(12.2)	113(57.4)	56(28.4)	AGREED	3.12	.689	6 th
Ogun state tourism policy can promote/improve public-private partnership	17(8.6)	23(11.7)	95(48.2)	62(31.5)	AGREED	3.03	.883	10 th
Ogun state tourism policy can improve the security of tourist centres	5(2.5)	27(13.5)	115(58.4)	50(25.4)	AGREED	3.07	.700	8 th
Ogun state tourism policy can enhance cultural safety	17(8.6)	16(8.1)	88(44.7)	76(38.6)	AGREED	3.13	.894	5 th
Ogun state tourism policy cannot improve tourism facilities	30(15.2)	50(25.4)	84(42.6)	33(16.8)	AGREED	2.61	.939	12 th
As regards Ogun state tourism policy improving environmental conservation measures	4(2.0)	23(11.7)	109(55.3)	61(31.0)	AGREED	3.15	.698	3 rd
Ogun state tourism policy can promote community development	10(5.1)	22(11.2)	108(54.8)	57(28.9)	AGREED	3.08	.775	7 th
Ogun state tourism policy can improve the society through the creation a good atmosphere for life	4(2.0)	24(12.2)	105(53.3)	64(32.5)	AGREED	3.16	.710	2 nd
Ogun state tourism policy can create employment through tourism industry creation	14(7.1)	14(7.1)	98(49.7)	71(36.0)	AGREED	3.15	.835	3 rd

STD- Standard Deviation; % -Percentage, F- frequency.

Source: Researcher field survey 2021.

ORIGINAL SCIENTIFIC PAPER

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Table 4 shows descriptive statistics for the extent to which the stakeholders perceived that the Ogun State tourism policy objectives have been achieved. The objective 2 to; “give tourism its pride of place and make its development utmost priority” ranked first with the highest mean value (mean - 3.14; SD – 0.763). This is followed by the objective 15 to; “use tourism to improve the economy of the state by expanding its revenue base, such as increasing the income and employment generating capacities of the state” (mean - 3.12; SD – 0.708) and objective 14 to; “use state security and environmental regulatory authorities to enhance the state security and make the environment conducive for tourism” (mean - 3.02; SD – 0.711) which ranked second and third respectively. This meant that the respondents ranked objectives 2, 15 and 14 as the three most important tourism objectives to be achieved in Ogun State alongside other objectives set for tourism policy framework. Although, all the objectives were remarked as being achieved to some extent however, the objectives 2, 15 and 14 were ranked high among the objectives being achieved to an extent.

Table 4. Stakeholders’ Perception of the extent Objectives of Ogun State Tourism Policy

Variables	NAA F (%)	NS F (%)	TSE F (%)	TGE F (%)	Remark	MEAN	STD	RANK
Identification of area for tourism development in the state and demarcate them as tourism zones	21(10.7)	38(19.3)	114(57.9)	24(12.2)	TSE	2.72	.815	15th
Give tourism it’s pride of place and make its development utmost priority	3(1.5)	36(18.3)	88(44.7)	70(35.5)	TSE	3.14	.763	1st
Promotion of intensive and extensive development of super structure and infrastructure	20(10.2)	50(25.4)	90(45.7)	37(18.8)	TSE	2.73	.883	14th
Encouragement of large-scale private participation and/or joint venture partnership in the development of tourism	4(2.0)	63(32.0)	88(44.7)	42(21.3)	TSE	2.85	.772	12th
Necessary and adequate incentives given to private sector developers and investors	8(4.1)	49(24.9)	99(50.3)	41(20.8)	TSE	2.88	.779	11th
Provision of facilities for mass tourism recreation in all part of the state for both domestic and international tourist	22(11.2)	41(20.8)	80(40.6)	54(27.4)	TSE	2.84	.953	13th
Preservation of the state cultural heritage and natural endowments	11(5.6)	40(20.3)	100(50.8)	46(23.4)	TSE	2.92	.810	7th
Promotion and projection of indigenous cuisines by encouraging its presentation in our hotels and restaurants	8(4.1)	42(21.3)	89(45.2)	58(29.4)	TSE	3.00	.821	4th
Encouragement of the formation of various tourism professional bodies	12(6.1)	30(15.2)	104(52.8)	51(25.9)	TSE	2.98	.811	6th
Facilitation of cooperation amongst tourism professional bodies in the state	13(6.6)	36(18.3)	103(52.3)	45(22.8)	TSE	2.91	.819	8th
Regulate, standardize, classify and control all tourism facility and operators within the industry	10(5.1)	44(22.3)	98(49.7)	45(22.8)	TSE	2.90	.805	10th
Formulate training policies and programmes for tourism industry workers and students interested in tourism profession	13(6.6)	36(18.3)	103(52.3)	45(22.8)	TSE	2.91	.819	8th
Facilitate and encourage the private sector to organize workshops, symposia and enlightenment programmes for all	20(10.2)	46(23.4)	93(47.2)	38(19.3)	TSE	2.76	.882	13th

Conduct research and use such research finding to improve the development of the industry	9(4.6)	30(15.2)	111(56.3)	47(23.9)	TSE	2.99	.759	5th
Aggressive marketing of the state tourism industry within and outside Nigeria	15(7.6)	50(25.4)	91(46.2)	41(20.8)	TSE	2.80	.855	13th
The use of the state security and environmental regulatory authorities to make the environment conducive for tourism	7(3.6)	27(13.7)	119(60.4)	44(22.3)	TSE	3.02	.711	3rd
The use of tourism to improve the economy of the state by expanding its revenue base	2(1.0)	33(16.8)	102(51.8)	60(30.5)	TSE	3.12	.708	2nd

STD- Standard Deviation; %-Percentage, F- frequency, TGE = To Great Extent; TSE= To Some Extent; NS = Not Sure; NAA = Not At All. Source: Researcher field survey 2021

Table 5 presents the stakeholders' perception of the extent to which the objectives of the Ogun state tourism policy have been achieved. As shown in table 5, most (52.9%) of the state officials, tourists (58.0%) and host community members (55.3%) are not sure if the objectives of the Ogun state policy have been achieved or not; while majority of the tour operators (58.3%) and NGOs (69.6%) claimed that to some extent the objectives of the Ogun state tourism policy have been achieved.

Table 5. Stakeholders' Perception of the Extent to which the Objectives of the Ogun State Tourism Policy.

	NAA Frequency	NS Frequency	TSE Frequency	TGE Frequency	Total
State Officials	0 (0%)	18 (52.9%)	16 (47.1%)	0 (0%)	34
Tour Operators	0 (0%)	9 (37.5%)	14 (58.3%)	1 (4.2%)	24
NGO	0 (0%)	4 (17.4%)	16 (69.6%)	3 (13.0%)	23
Tourists	1 (1.4%)	40 (58.0%)	26 (37.7%)	2 (2.9%)	69
Host Community Member	0 (0%)	26 (55.3%)	19 (40.4%)	2 (4.3%)	47
Total	01	77	91	08	

*TGE = To A Great Extent; TSE= To Some Extent; NS = Not Sure; NAA = Not at All
Source: Researcher field survey 2021.*

Table 6 presents the descriptive statistics of stakeholders' perception on the impact of Ogun state tourism policy on tourism development. 'Improvement of quality of tourism services' ranked number 1 (Mean -3.17, SD - 0.794), followed by "increase in the establishment of more tourism centres (Mean - 3.14, SD - 0.789) and 'development of creative products by the host community (Mean - 3.12, SD - 0.770) which ranked second and third. This connotes that impact statements that ranked 1st, 2nd and 3rd are the ones perceived as the most important impact of Ogun State tourism policy on tourism development.

Table 6. Descriptive Statistics of Stakeholders Perception on the Impact of Ogun State Tourism Policy on Tourism Development.

Variables	SD F (%)	D F (%)	A F (%)	SA F (%)	Remark	MEAN	STD	RANK
1. Increase employment opportunities	18(9.1)	24(12.2)	114(57.6)	41(20.8)	Agreed	2.90	.830	16th
2. Enhance productive use of land and increase housing cost	13(6.6)	27(13.7)	94(47.7)	63(32.0)	Agreed	3.05	.850	8th
3. Increase the establishment of tourism industry	2(1.0)	35(17.8)	109(55.3)	51(25.9)	Agreed	3.06	.690	7th
4. Increase interpretation facilities	8(4.1)	27(13.7)	110(55.8)	52(26.4)	Agreed	3.05	.751	8th
5. Increase leisure opportunities	13(6.6)	28(14.2)	112(56.9)	44(22.3)	Agreed	2.95	.794	15th
6. Increase the creation of more tourism centres	10(5.1)	19(9.6)	101(51.3)	67(34.0)	Agreed	3.14	.789	2nd
7. Enhance health standard of the host community	8(4.1)	52(26.4)	97(49.2)	40(20.3)	Agreed	2.86	.783	19th
8. Development of creative product by the host community	8(4.1)	24(12.2)	102(51.8)	63(32.0)	Agreed	3.12	.770	3rd
9. Enhances tourism visibility	5(2.5)	22(11.2)	121(61.4)	49(24.9)	Agreed	3.09	.676	4th
10. Improvement of quality of tourism services	10(5.1)	18(9.1)	98(49.7)	71(36.0)	Agreed	3.17	.794	1st
11. Aid community participation in tourism affairs	6(3.0)	32(16.2)	119(60.4)	40(20.3)	Agreed	2.98	.700	11th
12. Actively cleaning up the community environment	9(4.6)	45(22.8)	86(43.7)	57(28.9)	Agreed	2.97	.839	14th
13. Aids youth return to their home town for development	18(9.1)	42(21.3)	103(52.3)	34(17.3)	Agreed	2.78	.840	20th
14. Projection of indigenous cuisines	14(7.1)	29(14.7)	97(49.2)	57(28.9)	Agreed	3.00	.851	10th
15. Development of traditional cultural activities	6(3.0)	29(14.7)	104(52.8)	58(29.4)	Agreed	3.09	.748	4th
16. Aid investment in indigenous cultural industry	10(5.1)	39(19.8)	93(47.2)	55(27.9)	Agreed	2.98	.827	11th
17. Promotes local-international tourism industry interaction	6(3.0)	19(9.6)	126(64.0)	46(23.4)	Agreed	3.08	.670	6th
18. Enhances community self-government management	10(5.1)	42(21.3)	104(52.8)	41(20.8)	Agreed	2.89	.785	17th
19. Provision of sufficient security measures e.g Policemen.	21(10.7)	38(19.3)	104(52.8)	34(17.3)	Agreed	2.77	.861	20th
20. Aid public transportation facilities for tourism activities	15(7.6)	40(20.3)	93(47.2)	49(24.9)	Agreed	2.89	.865	17th
21. Availability of internet access e.g Wi-Fi, online coverage	19(9.6)	47(23.9)	95(48.2)	36(18.3)	Agreed	2.75	.865	21st
22. Create adequate parking and leisure facilities	15(7.6)	35(17.8)	86(43.7)	61(31.0)	Agreed	2.98	.892	11th

STD- Standard Deviation; % -Percentage, F- frequency.

Source: Researcher field survey 2021

Table 7 presents stakeholders' perception on the impact of Ogun state tourism impact on tourism development. Among the state officials 26.5% claimed that the policy has poor impact, 11.8% reported moderate impact, 5.9% reported good impact, 52.9% reported very good impact and only 2.4% reported that the policy has excellent impact on tourism development. Among the Tour Operators; 16.7% reported poor impact, 12.5% reported moderate impact, 8.3% reported good impact and 62.5% reported very good impact. Also among the NGO; 13.0% reported poor impact, 8.7% reported good impact, and 78.3% reported very good impact. For the Tourists; 1.5% reported no impact, 41.5% reported poor impact, 12.3% reported moderate impact, 9.2% reported good impact, 32.3% reported very good impact and 3.1% reported excellent/ perfect impact. Lastly, among the host community members; 43.5% reported poor impact, 13.0% reported moderate impact, 21.7% reported good impact and another 21.7% reported very good impact. In summary the table revealed that state officials, tour operators and NGO opined that the Ogun state tourism policy have a very good impact on tourism development whereas tourist and the host community members are of the opinion that it has a poor impact on tourism development

Table 7. Stakeholders' Perception on the Impact of Ogun State Tourism Policy on Tourism Development.

	Rating of the impact of Ogun state tourism impact on tourism development						Total
	No impact	Poor impact	Moderate	Good impact	Very good impact	Excellent impact	
State Officials	0 (0%)	9 (26.5%)	4 (11.8%)	2 (5.9%)	18 (52.9%)	1 (2.9%)	34
Tour Operators	0 (0%)	4 (16.7%)	3 (12.5%)	2 (8.3%)	15 (62.5%)	0 (0%)	24
NGO	0 (0%)	3 (13.0%)	0 (0%)	2 (8.7%)	18 (78.3%)	0 (0%)	23
Tourists	1 (1.5%)	27 (41.5%)	8 (12.3%)	6 (9.2%)	21 (32.3%)	2 (3.1%)	65
Host Community Member	0 (0%)	20 (43.5%)	6 (13.0%)	10 (21.7%)	10 (21.7%)	0 (0%)	46
Total	01	63	21	22	82	03	

5. Conclusion, Implications and Limitations

The categories of stakeholders recruited for the study are mostly tourists, host community members, state officials, tour operators and non-governmental organizations; these are key opinion leaders as regards tourism. However, the study found that there is disparity in the stakeholders' level of knowledge on the importance of tourism policy. The state officials (88.2%), tour operator (70.8% and NGOs (78.3%) possess a very good knowledge of the importance of Ogun state tourism policy while most of the tourists have good knowledge, most of the host community member have low knowledge of the importance of Ogun state tourism policy. This might account for the reasons why majority of the Tour Operators

ORIGINAL SCIENTIFIC PAPER

Kukoyi, I. A. and Oseni, O.P.

2023, Vol.8, No.1, pp. 1125-1138. DOI: 10.5281/zenodo.8278775

(58.3%) and the NGOs (69.6%) perceive that the objectives of the Ogun State policy have been achieved to some extent. This may equally be the basis why State Officials (52.9%, Tour Operators (62.5%) and NGOs (78.3%) are of the opinion that the Ogun State Tourism Policy have good impact on tourism, development in Ogun State.

However, the low knowledge about the Ogun State Tourism Policy framework that is prevalent among Tourists and Host Community Members (as evident in table 2) may likely be the reason why majority of the tourists and host community members were not sure whether the objectives of the Ogun State Tourism policy have been achieved. This may also account for the reason why tourists and host community members perceived that the Ogun State tourism policy have poor impact on tourism development in Ogun State. This disparity in the perception of tourism stakeholders in Ogun State as regards Ogun State tourism policy calls for the attention of the Ogun State government through the Ogun State Ministry of Culture and Tourism to carry out enlightenment campaign programmes to enlighten tourists and members of the host communities on the tourism policy framework and its achievement in Ogun State in order to bring the stakeholders to the same level of understanding of the tourism development agenda in Ogun State.

The study found that the key impact of the Ogun state tourism policy on tourism development ranges from improvement of the quality of tourism services, increased establishment/creation of more tourism industry/centres, development of creative product by the host community, enhancement of tourism visibility and the development of traditional cultural activities; less attention is paid to availability of internet access such as Wi Fi online coverage (Table 4) which might serve as a channel of pulling young minds into tourism and boasting their participation in tourism. The result is in agreement with the position of Association of Caribbean States (2015) that a good tourism policy should cater for appropriate use of environmental and human resources. Also, the study according to table 5 found that the state officials, tour operators and NGO have the perception that the Ogun state tourism policy has a very good impact on tourism development whereas tourist and the host community members are of the opinion that it has a poor impact on tourism development. The aforementioned position of the state officials, tour operators and NGOs is in accordance with the reports of United Nations World Tourism Organisation (UNWTO, 2022) that in Nigeria, the travel and tourism industry contributed 5.1% to the nation's GDP and World Travel and Tourism Council (wttc.org, 2022) that tourism industry contributed 10.3% to global GDP in 2019.

Based on the findings of this study, it can conclude that most of the stakeholders' have a very good knowledge of the importance of Ogun state tourism policy except for the host community members who has low level of knowledge. The objectives of Ogun state tourism policy have been achieved to some extent however, tourist and the host community members are not sure of this claim. Ogun state tourism policy has a very good impact on tourism development although tourists and host community members have a divergent view.

Based on the findings and conclusion, the current study will recommend that:

- Holistic stakeholders' involvement in Ogun state tourism policy activity is germane.
- The host community should be educated on the importance of the Ogun state tourism policy as most of them have low level of knowledge.
- More host community specific provisions of the Ogun state tourism policy should be implemented in order for the impact of the policy to be felt by the host community.
- Tourist specific objectives should be prioritized alongside the host community specific provisions of the Ogun state tourism policy.

ORIGINAL SCIENTIFIC PAPER

Kukoyi, I. A. and Oseni, O.P.

2023, Vol.8, No.1, pp. 1125-1138. DOI: 10.5281/zenodo.8278775

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ORIGINAL SCIENTIFIC PAPER

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