

Perceived Impact of Sport Tourism on Socio-Economic Development of Host Community: A Case Study of Nigeria Youth Games Hosted by University of Ilorin in 2019

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Abstract

Sport tourism is one of the largest and fastest growing segments of the travel and tourism industry that contributes significantly to the economic, social development and tourist traffic in a city or town where such events take place. However, Nigeria Youth Games competition which was instituted by the federal ministry of youth in 2015 was a great avenue to discover and nurture athletes from grassroots to stardom. The descriptive survey design was used and the target population for the study comprised male and female sports marketers. Respondents were stratified into males and females, while simple random sampling technique was used to select 150 respondents from the population of 300. Close ended questionnaire drawn in a four point likert format of strongly agree, agree, disagree and strongly disagree and was validated and tested for reliability with reliability coefficient of 0.78r was used to gather data from respondents. Descriptive statistics of frequency, percentage and mean scores were used to answer the research questions, while the hypotheses generated were tested using independent t-Test at 0.05 level of significance. The result shows that there was no significant difference in sports marketers' perception of the impact of sport tourism on both social and economic development of the host community. Among the recommendations suggested are that federal ministry of youth and sports development should ensure that the hosting of the games be taken round to all states of the federation to enhance their socio-economic development among others.

Keywords: Social-economic, sports tourism, host community, Nigeria youth games

Introduction

The Annual National Youth Games came into being in 2014 with the aim of creating a pool of talented athletes that would continuously represent the country at national and international championships. The multi-games competitions were instituted by the federal ministry of youth and sports development seven years ago as a great avenue to discover and nurture athletes from grassroots to stardom. Some of the talents discovered at the previous editions of the youth games participated in the last national sports festival and some also represented Nigeria in the 2019 African games in Morocco. So the national youth games are avenue for the country to discover and develop talents that will eventually win medals at the national and international levels. In addition, the athletes discovered at the NYG are usually handed over to the respective sports federation for proper monitoring and development. However, since the inception of the youth games in 2014, University of Ilorin has been the host institution for the games and all the expected benefits of hosting such sports events were achieved by the host institution.

The forms of sport tourism may be dated back to the times of the ancients Greeks (Standeven and Deknop, 1999). Weed and Bull (2009) described sports tourism as a social, economic and cultural phenomena developed from the unique interaction of people, place and activity. Sport tourism is one of the largest and fastest growing segments of the travel and tourism industry and one that is receiving increased attention for its social, environmental, and economic development and opportunities (Standeven and Deknop, 1999). It is pertinent to know that sporting events contributes significantly to the economic, social development and tourism traffic in a city or town where sporting events take place (Yusuf, 2016) citing (Higham, 2010) Turco, Swart, Bob and Moodley, 2003).

Sport tourism is travel which takes people outside their usual environment for the purpose of watching, participating in physical activities or adoring attractions associated with physical activities. Sport tourism is also defined as temporary movement from one's settlement to spend their free time playing and watching games and so forth (Preuss, Benoit and Norm, 2007). Today, sport and tourism are concerned with the important economic activities in the developed and developing nations (Swart and Bob, 2007). The corresponding studies indicate that sport tourism is the most developed sector of tourism industry (Chalip, 2014) such that is regarded as the world's

multi-billion trading element producing 4.5 trillion dollars for tourism industry and world tour (Mohammad, Hossien, Akbar and Arefe, 2012) quoting (Tassiopoulos and Haydam, 2008).

Sport tourism is a chief source of income and employment for the population of the host community (Batyk and Ski, 2009) and that is why the world metropolitans consider Olympic games as a unique opportunity for local marketing because a potential economic advantage of being the host of a big sport events is to attract many spectators and tourism to the hosting city or town and consequently, provide positive economic consequences (Preuss et al., 2007). Mega sport events have both tangible and intangible effect, attracting visitors to tourism destinations, adding exposure for tourism-destinations and boosting local economies (Arnegger and Herz, 2016). Recognizing the community development potential of sport tourism has resulted in the increased interest in demonstrating the economic impact of sport events, which involve measuring the next effect of a non-resident spending beyond what should be expected in the city or town if the event was not held (Marumo, Lubbe and Pelsler 2013). Tourism is an alternative for the diversification of many economics. Tourists' that visit destination of the competitions may be compelled to buy goods and services, which are different from the other export earning opportunities (Kaplan, 2004). Tourism has progressed in the growth of wealth, employment and jobs for the host community (Neto, 2003).

Sports and sporting events have become integral components of a global political economy (Rogerson, 2012). The use of sport as an economic and social remedy of issues, targets by politics, such as poverty alleviation and job creation require the careful development of skills and infrastructure in order to attain competitiveness internationally (Kaplan, 2004). Sport and tourism are interrelated and complementary and that both are powerful forces for development, stimulating investment in infrastructural projects. For example, hosting a sporting event will bring about constructing a stadium or befitting sporting facilities, good access roads, building of tourists who came to use them; (Tassiopoulos and Haydam, 2008).

It will also provide employment opportunities for the people of the host community as well as encourage restaurants and other project that can be enjoyed by the local population as well as local entrepreneurship such as photographers, sports marketers to market their goods and services as well as increasing cash flow during and after the competitions thereby improving the standard of living of the people of the area. In addition when cities or town host sports, the display of cultural events by the people of the host community helps to promote socio-cultural development of the area. Gibson, Willming and Holdmark (2003) affirms that small sport events like hosting college sports events have the potential to increase city or town revenue and family and community cohesion, sense of pride and projection of the image of the host community. The hotels located in the community to enjoy a lot of patronage to and from the venue of the sports events thereby improving the revenue generations.

Other social impacts with above-average means which are directly related to local residents, includes reinforced community spirit, enhanced community pride, and a sense of being a part of the community (Njoroge, Lucy and Daniele-VieiraDo, 2017). Liu, Broom and Wilson (2014) stated that these intangible benefits could even outweigh the economic benefits. According to Njoroge et al. (2017), beside, the much publicized economic implications that are associated with sport tourism and events hosting, other lasting benefits also exist that can be leveraged for the long-term sustainable development of the communities of the local economies. For example, sport tourism often leads to the fast-tracking of general infrastructure development, and to the creation of leisure and sporting facilities, which in turn, can attract investments in the lodging and catering industries for the local regions. Bouhaouala (2015) also notes that in many economics, sport tourism is seen as an important driver of growth which is especially linked to such-economic development opportunities as employment and business opportunities creation for the locals.

According to Chalip (2014) and Fairley, Hannah and Micheal (2016), sport tourism will attract visitors who will stay and spend some money before and during the competitions as well as investors who will enter certain business ventures to generate economic benefits. Therefore, the synergic effects of hosting sport event and tourism development such as increased income generation and tax revenue from expenses have been analyzed quite often in previous studies. Many authors argue, however, that non-economic impacts are underestimated because they are difficult to measure and manage (Deery, Leo and Liz, 2012; Getz and Steven 2016; Taks, Lawrence and Christine-Green, 2015; Wise and Peric 2017a). This is especially true for social and cultural impacts which has a relatively new emphasis, have only in recent years become the focus of attention. Sports events can increase sport participation, enhance the quality of local life, social cohesion, social capital formation, euphoria, pride and patriotism of the host community (Gibson et al. 2014).

The use of sport in tourism can generate a competitive advantage for tourism (Daniels, Norman and Henry, 2014). The linkages between sport and tourism have increase over time, mutual benefits to both fields have become evident as the concept and practice of sport tourism has developed. Sport is a tourism generation (Lemont and Dowell, 2008). However, marketing of sport events brings social, physical and economic benefits to the host community. In 2001, the world tourism organization estimated that sports average contribution to gross domestic product (GDP) was 1–2 percent, while tourism contribution was 4–6 percent (Swart and Bob, 2007).

Cornelissen (2007) further suggests the economic significance of sport tourism resulting from economic benefit of the movements of people that involves transportation, construction and renovation of facilities, creation of employment, cultural exchanges, specific services and a range of commercial activity involving sport cruises. The popularity of sport events can be attributed to the fact that they generate, depending on their size, significant benefits for host community. The legacy of sport events is undoubtedly diverse and complex encompassing economic, socio-cultural, environmental, psychological and political impacts. Therefore for sporting events to be successful, all necessary stakeholders must be involved including the host community. For example, if the local community perceived benefits from hosting a sport event, they will give adequate support to the events and this kind of support could be crucial for the event's success (Marko, 2018) quoting (Lee and Jan, 2019) (Twynam and Johnston, 2014).

Other economic benefits associated with sport tourism include construction or renovation of facilities, employment generation, cultural exchanges, regional awareness and commercial activity, be it tours, attractions, resorts or events. Sport tourism also provides opportunities for all levels of society to work together toward a common goal particularly organizers, promoters, volunteers and entrepreneurs (Lamont and Dowell, 2008). Cities or town staging sports events have a unique opportunity to market themselves to the world show casing their cultural heritage.

Statement of the Problem

Mega events have been criticized over the time for failing to have an aggregate positive impacts on the host community especially in developing countries like Nigeria. Infact series of research conducted previously by researchers revealed that sport tourism have both positive and negative impacts on the host community but, the negative impacts constitute lots of problems to the life and properties of the host community which includes rising cost in food items, other materials, traffic congestion, security risks, air pollution as a result of increase in population as well as other social vices which is creating fear of hosting such mega events in other community hence, the need to conduct this study to discover whether tourism development will be supported when the benefits such as social and economic benefits derivable from hosting such events outweigh the costs of sharing environmental and social resources with tourists as well as the noticeable negative impacts it may impose on the host community.

Research Questions

Two research questions were formed to guide the study:

1. Does sport tourism have impact on economic development of the host community?
2. Does sport tourism have impact on social development of the host community?

Hypotheses

Two research hypotheses were formulated for the study.

HO₁: There is no significant difference between male and female sport marketers' perception of the impact of sport tourism on economic development of the host community.

HO₂: There is no significant difference between male and female sport marketers' perception of the impact of sport tourism on the social development of the host community.

Methodology

The research design used in this study was a descriptive survey type of design because the study examined the perceived socio-economic impact of sport tourism on the host community. The descriptive survey research was considered most appropriate for this study because Isacc (2005) defined descriptive survey research as the study of existing conditions by collecting and analyzing data and arriving at some conclusions and recommendations. The population for the study consisted of sports marketers totaling 300. Stratified sampling technique was used to classify the marketers into male and female respondents. Simple random sampling technique was used to select

150 sports marketers that consisted of 95 males and 55 females. Close ended questionnaire designed in a four point likert rating scale of SA, A, D, SD was used to elicit information from the respondents. The face and content validation of the instrument was done by experts in both sports management and sports tourism respectively and their observations were effected. It was also tested for reliability with a coefficient result of 0.78. The questionnaire were administered to the respondents personally with the help of four trained research assistants at the venue of the competitions and some of these filled questionnaires were collected immediately while others were collected back later. The research questions were answered using frequency count, percentage and mean scores, while the hypotheses generated were tested using independent t-Test at 0.05 level of significance.

Research Question One

Does sports tourism have impact on the economic development of the host community?

Table 1: Frequency, percentage and mean responses of sports marketers' perception of the impact of sports tourism on the economic development of host community

S/N	Statement	SA	A	D	SD	Mean
1	Sport tourism improves residents' standard of living	78(52.0)	71(47.3)	1(0.7)	–	3.51
2	It provides employment opportunities for the residents of the host community	98(65.3)	57(34.0)	1(0.7)	–	3.65
3	It stimulates the provision and development of existing sports facilities	113(75.3)	35(32.3)	2(1.3)	–	3.74
4	It promotes local entrepreneurship	104(69.3)	44(29.3)	2(1.3)	–	3.68
5	Sport tourism increase trade for local business	104(69.3)	43(28.7)	3(2.0)	–	3.67
6	The economic conditions of the host community is improved	104(69.3)	46(30.7)	–	–	3.69
7	It provides opportunity for investors to enter business ventures in the community	117(78.0)	28(18.7)	5(3.3)	–	3.75
8	Sport tourism help to attract visitors who will stay and spend money before, during and after the competition	95(63.3)	52(34.7)	3(2.0)	–	3.61
9	It serves as poverty alleviation to the host community	93(62.0)	50(33.3)	7(4.7)	–	3.57
10	It increase the wealth of the community	110(73.3)	37(24.7)	1(0.7)	–	3.71

Weighted Mean = 3.66

Decision rule: 1.00–2.49 (no impact); 2.50–4.00 (have impact)

Table 1 shows that all the ten question items have mean scores of 3.51 to 3.75 with sports tourism provides opportunity for investors to enter business ventures in the community having the highest mean score of 3.75 and sports tourism improves residents' standard of living having the least mean score of 3.51. The weighted mean of 3.66 obtained is within the mean of 2.50–4.0 which is a numeric indicator that sport tourism have impact on the economic development of the host community.

Research Question Two

Does sport tourism have impact on the social development of the host community?

Table 2: The frequency, percentage and the mean scores of sports marketers' perception of the impact of sports tourism on the social development of host community

S/N	Statement	SA	A	D	SD	Mean
1	Sports tourism enable the host community to understand the culture of the visitor	135(90.0)	12(8.0)	3(2.0)	–	3.88
2	It will improve the image of the host community	115(76.7)	35(23.3)	–	–	3.77
3	It will assist in increasing the interest of the host community in sporting events	116(77.3)	28(18.7)	5(3.3)	1(1.7)	3.73
4	Sport tourism will facilitate the provision maintenance and improvement of social infrastructures	115(76.7)	35(23.3)	–	–	3.77
5	It promotes the culture of the host community	106(70.7)	42(28.0)	2(1.3)	–	3.69
6	It provides opportunity to have fun with family and friends	116(77.3)	32(21.3)	1(1.7)	1(1.7)	3.75
7	Opportunity to meet new people is enhanced	107(71.3)	43(28.7)	–	–	3.71
8	It make residents feel good about themselves and their community	110(73.3)	38(25.3)	2(1.3)	–	3.72
9	It enhance the community pride of the local residents	100(66.7)	49(32.7)	1(0.7)	–	3.66
10	Sport events increases sports participation of the people	100(66.7)	44(29.3)	4(2.7)	1(0.7)	3.61
11	The feeling of intense happiness of the host community is increased	105(70.0)	44(29.3)	1(0.7)	–	3.69
12	It provide opportunity for all to level of society to work together to achieve a common goal	111(74.0)	36(24.0)	2(1.3)	1(0.7)	3.71

Weighted Mean = 3.72

Decision rule: 1.00–2.49 (no impact); 2.50–4.00 (have impact)

Results emanating from table 2 reveals that all the 12 question items have mean scores of 3.61 to 3.88 with sports tourism enable the host community to understand the culture of the visitor has the highest mean score of 3.88 and sport events increases sports participation of the people having the least mean score of 3.61. The weighted mean of 3.72 obtained is within the mean of 2.50–4.0 which is a numeric indicator that sport tourism have impact on the social development of the host community.

Hypotheses

HO₁: There is no significant difference in the sport marketers' perception of the impact of sports tourism on economic development of the host community.

Table 3: Difference in the sports marketers' perception of the impact of sports tourism on economic development of the host community

Variable	No	Mean	Std	t	df	Sig	Remark
Male	95	80.96	4.72				
Female	55	81.85	5.02	-1.095	148	.275	Not sig

Table 3 shows the difference in the sport marketers' perception of the impact of sports tourism on economic development of the host community. There was no significant difference in the sport marketers' perception of the impact of sports tourism on economic development of the host community ($t = -1.095$, $df = 148$, $p > 0.05$). The hypothesis is therefore not rejected in the light of the result since the significant value is greater than 0.05.

HO₂: There is no significant difference in male and female sports marketers' perception of the impact of sports tourism on social development of the host community.

Table 4: Difference in the sport marketers' perception of the impact of sports tourism on social development of the host community

Variable	No	Mean	Std	t	df	Sig	Remark
Male	95	82.56	4.92				
Female	55	83.75	5.26	-1.127	148	.287	Not sig

Table 4 shows the difference in the sport marketers' perception of the impact of sports tourism on social development of the host community based on gender. The result show that there was no significant difference in the sport marketers' perception of the impact of sports tourism on social development of the host community ($t = 1.127$, $df = 148$, $p > 0.05$). The hypothesis is therefore not rejected in the light of the result since the significant value is greater than 0.05.

Discussion

The results of the research question one shows that all the 10 question items have the mean score of between 3.51 and 3.75 respectively. The weighted mean of 3.66 obtained reveals that all the question items have impact on the economic development of the host community. The result of hypothesis one (HO₁) which reveal that there was no significant difference in the male and female sports marketers' perception of the impact of sport tourism on economic development of host community based on gender corroborate the finding of Batyk and Ski, (2009) who affirm that sports are a chief sources of income and employment for the population of the host community and that is why the world metropolitans consider Olympic games as a unique opportunity for local marketing because a potential economic advantage of being the host of a big sport events is to attract many spectators and tourists to the hosting city or town and consequently, provide positive economic consequence (Preusset et al., 2007).

According to Njoroge et al. (2017) who reveals that beside the much publicized economic implications that are associated with sport tourism and events hosting, other lasting benefits also exist that can be leveraged for the local economic. Bouhaouala (2015) also notes that in many economics, sport tourism is seen as an important driver of growth which is especially linked to such socio-economic development opportunities as employment and business opportunity creation for the locals. Cornelissen (2007) further suggests the economic significant of sport tourism resulting from economic benefit of the movements of people that involve transportation, construction and renovation of facilities, creation of employment, cultural exchanges, specific services and a range of commercial activity involving sport cruises.

Results of the research question two also reveals that the 12 question items have the mean score of between 3.61 and 3.88. The weighted mean of 3.72 obtained shows that all the question items have impact on the social development of the host community. Result of hypothesis two (HO₂) which also reveals that there was no significant difference in the male and female sports marketers' perception of the impact of sport tourism on social development of host community based on gender was in line with the finding of Gibson et al. (2014) who both

affirm that sports can increase sport participation of people, enhance the quality of life, social cohesion, social capital formation, euphoria, pride and patriotism of the host community. Other social impact of sport tourism with above average means which are directly related to local residents, includes reinforced community spirit, enhanced community pride, and a sense of being a part of community. (Njoroge et al. (2017) also states that sport tourism often lead to the fast tracking of general infrastructures development, and to the creation of leisure and sporting facilities, which in turn can attract investments in the lodging and catering industries for the local regions.

Sport tourism also provides opportunities for all level of society to work together toward a common goal particularly organizers, promotes volunteer and entrepreneurs (Lamont and Dowell, 2008). Sport and tourism are interrelated and complementary and that both are powerful forces for development, stimulating investment in infrastructural project for example, hosting a sporting events will bring about stadium or befitting sporting facilities, good access roads, building of restaurant project that can be enjoyed by the local population as well as tourists who come to use them (Tassiopoulou and Heydam, 2008). Gibson, Willing and Holdnak (2003) affirm that some of the social benefits of sport tourism include entertainment, family and community cohesion, sense of pride and project and projection of the image of the host community.

Conclusion

Based on the findings of the study, Sport marketers' perceived that sport tourism have impact on the economic development of the host community. Furthermore, both male and female sport marketers' perceived that sport tourism have impact on the social development of the host community.

Recommendations

1. The Federal Ministry of Youth and Sport development should ensure that the hosting of the youth games should be taken round to all the states of the federation to enhance their social-economic development.
2. Also, the youth games should be organised bi-annually and on rotational basis to promote socio-cultural interaction among the athletes, officials and the host communities.
3. The federal government should renovate and construct new sport facilities to the host community as well as rehabilitating the community roads to enhance their infrastructural development among others.

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