

**INVOLVEMENT IN TOURISM ACTIVITIES AND
WELLBEING OF RURAL HOUSEHOLDS IN SELECTED
TOURIST SITES IN SOUTHWESTERN NIGERIA**

BY

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CERTIFICATION

This is to certify that OLAITAN JOSEPH ALLOH carried out this study under my supervision at Agricultural Extension and Rural Development Department, University of Ibadan, Nigeria.

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DEDICATION

To God Almighty whose grace has been sufficient in making my PhD pursuit a reality in spite of the amazing challenges that kept coming up in different inexplicable dimensions.

and

To my wife, Dorcas Olufunmilayo Alloh and children: Mojibayo, Opeyemi, Oluwabamise and Oluwaseun who bore the brunt of this delayed academic escapade.

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ABSTRACT

Tourism activities (TA) are livelihood options, which affect rural wellbeing. Given the failure of several development interventions to significantly improve the wellbeing of rural households, tourism and agriculture nexus offers an alternative approach to enhance the wellbeing of rural households. To harness the opportunities in tourism, rural households need to be involved in TA. However, there is a dearth of information on the extent of involvement of rural households in TA and how this impacts on their wellbeing. Hence, the effects of involvement in TA on the wellbeing of rural households in selected tourist sites in southwestern Nigeria were investigated.

Three tourist sites: Olumirin Waterfalls (Osun state), Ikogosi Warm Spring (Ekiti state) and Idanre Hills (Ondo state) were purposively selected due to their prominence for TA. In each location, two communities (host and proximate) were selected and households in each community were randomly sampled to give 300 households (Olumirin 62, Ikogosi 84, Idanre 154). Interview schedule was used to collect data on respondents' socio-economic characteristics, attitude towards TA, involvement in TA, constraints to involvement in TA, perceived benefits of involvement in TA and wellbeing status. Indices of attitude (unfavourable: 92.00-112.73, favourable: 112.74-142.00), involvement in TA (not involved: 0.00, low: 0.01-8.21, high: 8.22-46.00) and wellbeing (worse-off: 1.25-5.30, better-off: 5.31-21.92) were generated. Data were analysed using descriptive statistics, ANOVA, Pearson product moment correlation and multiple linear regression at $\alpha_{0.05}$.

Age, household size and monthly income of household heads (HH) were 52.6 ± 13.5 years, 5.7 ± 2.9 persons and $\text{₦}54,098.29 \pm 94,356.12$, respectively. Most HH were married (77.0%), male (63.7%) and primarily farmers (44.0%). Attitude to TA was unfavourable for 69.4% and 51.2% in Olumirin and Ikogosi, respectively, but favourable for 73.4% in Idanre. Across sites, involvement in TA was low for 52.3% but relatively higher in host (23.6%) than proximate (5.1%) communities. Involvement in TA was significantly higher in Olumirin (9.62 ± 12.48) compared to Ikogosi (9.34 ± 10.76) and Idanre (6.94 ± 10.57). Identified constraints to involvement in TA were inadequate capital (1.20), government interference (0.94), personal choice (0.79) and busy work schedule (0.78), while perceived benefits of involvement in TA were increased income (1.73), wider contacts (1.62) and improved knowledge (1.61). With respect to wellbeing, 50.7% were better-off across the sites. More households (55.1%) in proximate communities were better off than host (45.8%) communities. This was likely due to observed high level of merchandizing in the proximate communities. Household wellbeing was significantly different across the sites as Olumirin (9.15 ± 3.43) was better off than Idanre (8.76 ± 2.49) and Ikogosi (6.97 ± 2.35). Involvement in TA was significantly related to household wellbeing ($r=0.168$). Predictors of involvement in TA included proximity to tourist sites ($\beta=0.176$), attitude ($\beta=-0.262$) and perceived benefits ($\beta=0.290$), while years of formal education ($\beta=0.162$), household size ($\beta=0.253$), average income ($\beta=0.126$) and involvement in TA ($\beta=0.190$) were the predictors of wellbeing across the sites.

Host communities were more involved in tourism activities than proximate communities in southwestern Nigeria. However, proximate communities had better wellbeing than host communities. Involvement in tourism activities improved the wellbeing of both host and proximate communities in southwestern Nigeria.

Keywords: Tourism activities, Household wellbeing, Ikogosi, Tourist sites.

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LIST OF ACRONYMS

OECD:	Organisation for Economic Cooperation and Development
WTTC:	World Travel and Tourism Council.
UNWTO:	United Nation World Tourism Organisation
ONS:	Office for National Statistics, UK
NEF:	National Economic Foundation
TIES:	The International Ecotourism Society
UNEP:	United Nation Environment Programme
GDP:	Gross Domestic Product
HDI:	Human Development Index
ICT:	Information and Communication Technology
FGD:	Focus Group Discussion
IDI:	In-Depth Interview
DO:	Direct Observation
NBS:	National Bureau of Statistics
NPC:	National Population Commission

CHAPTER ONE

INTRODUCTION

1.1 Background

Tourism is one of the largest and fastest growing economic sectors across the regions of the world (Bakare and Oladeji, 2011; World Travel and Tourism Council -WTTC, 2019a). The sector offers services to an increasing number of people who are seeking for leisure to release themselves from the stress of modern living and/or seeking for more knowledge, services and new business opportunities. It mobilizes environmental, human and natural resources to provide recreation, entertainment, services, vacation and visitation options for people (Okpoko, 2006). According to World Tourism Organization (2016) the global annual increase in patronage of tourism has been consistent at over 4.0% since 2010. Growth in the sector reached 4.6% in 2017. This is higher than the 3.0% growth in global economy for the same period (WTTC, 2019a).

Tourism attracts global attention because it is recognized “as a driver of economic growth, inclusive development and environmental sustainability” (UNWTO, 2016 p.3). Hence it is assigned a critical role in the current United Nation’s 2030 Agenda for Sustainable Development. It is directly targeted in goals 8, 12 and 14 out of the 17 Sustainable Development Goals (SDGs). Goal 8 focuses on promoting decent work and economic growth. Goal 12 is concerned with ensuring responsible consumption and production while goal 14 targets enhancing life below water. Meanwhile, its inter-sectoral relevance is expected to help in accomplishing the other SDGs (UNWTO, 2016).

The tourism sector generates huge income and serves as an avenue to empower people through entrepreneurship development and employment creation. In totality, it contributed about US\$8.8 trillion to the global economy in 2018, representing 10.4% of global Gross Domestic Products (GDP) for the year as well as accounting for 319

million jobs, which is 10.0% of jobs globally (WTTC, 2019a). China, which ranks second behind USA in terms of tourism's contribution to GDP, received 9.0% of the GDP from tourism in 2016 (WTTC, 2019a and 2019d). She has achieved 'very significant growth' since 2008 to become the current global leader in domestic tourism, which accounts for 73.0% of tourism spending around the world (WTTC, 2019b). Some African countries such as Gambia, Egypt, and Kenya have recorded ample direct contributions from tourism to their respective GDPs. For example, tourism contributed 9.8% of Kenya's GDP in 2016 (WTTC, 2019e). This figure is above the average of 5.7% for Africa where tourism is also responsible for 6.5% of employment generated in 2016 (WTTC, 2019c). Generally, many developing countries of the world are investing massively and seeking better ways to enhance and exploit their tourism potential by increasing their domestic tourism spending as more residents are beginning to "explore their countries" (WTTC, 2019b).

Though tourism in Nigeria is ranked high in sub-Saharan Africa in terms of contribution to GDP (WTTC, 2016 and Bivnze's space, 2012), the Nigerian tourism status is more of prospect as there is still a big room for improvement (National News.com, 2013). Given the large available land area, human resources, environmental and cultural diversity, the potential for tourism development is high but it is largely being hindered by inadequate supporting infrastructure (Ayeni and Ebohon, 2012) and lately, by the threat of insecurity and Covid-19 across the country. Nevertheless, the potential for high tempo of tourism activities is high in Nigeria, particularly, in Cross River, Anambra and Osun states, among others, where annual cultural festivals have been transformed into tourism carnivals. According to WTTC (2016), tourism directly contributed about N8.3billion representing 1.7% to the national GDP of Nigeria in 2015. There are tourist destinations in southwest agricultural zone of Nigeria. Quite a number of the tourist sites are active and located in rural neighbourhood in the six states that constitute the zone. Prominent among these rural destinations are the Olumirin waterfalls Erin Ijesha in Osun state, Ikogosi warm spring in Ekiti state, the Idanre hills in Ondo state, Agbele Rock in Igbeti Oyo state and the Lisabi sacred forest in Ogun state (Nigerian Bulletin, 2016).

These sites are at different levels of development, particularly, in terms of infrastructural facilities but there has been increasing quest for more attention on tourism development. According to Ayeni and Ebohon (2012), tourism offers a great

opportunity to diversify the Nigeria economy particularly now that the dwindling fortune in the oil sector has created a desperate quest for diversification. Thus, the prospect is high for Nigeria to develop her tourism industry towards attaining the level already achieved in countries such as Kenya whose economy is largely driven by tourism activities.

Tourism facilitates the opening up of tourist sites to traffic of people (tourists) who visit such sites for diverse reasons. The human traffic creates demand for products and services within the neighbourhood of the tourist sites. It is expected that the increased demand will encourage the rural households to produce more and also attract more people into farming, which is a major rural occupation. For example, a study in China shows that tourism did not only stimulate increase in production by existing farmers but also caused increase in the number of farmers in the Lugu Lake region of China (Liu, Liu, Hu, Wu and Dai, 2008). This means that tourism has the potential to stimulate high quantity and quality agricultural production.

Apart from the direct measurable contributions to GDP and stimulation of infrastructural and market development for rural production, tourism engenders socio-cultural interactions and exchanges between the local dwellers and visiting tourists. It also provides opportunities for direct and indirect involvement of the members of the immediate rural households in tourism and tourism-related activities. These activities include food supply, entertainments, cultural displays, transportation, sporting and recreational activities, production and sale of handcrafts/souvenirs, tourists' guide, language interpretation, petty retailing of food and daily needs, accommodation services and engagement with the management of tourist centres in various working capacities (Bakare and Oladeji, 2011). Involvement in tourism activities has effects on the wellbeing of the rural households who are primarily engaged in agriculture or other agriculture-related activities. Studies by Liu *et al.* (2008) and Ruegg (2009), among others, have indicated that some determinants of wellbeing such as income of farming households are positively affected by tourists' demand for high valued agricultural products and by diversification into several tourism-related activities as alternative sources of livelihood for the rural households. It also stimulates entrepreneurial drive in the people who set up private businesses to meet the demands created by tourists. These, ultimately result in employment creation, improved income and socio-economic activities.

Conversely, tourism could have some adverse effects on the immediate neighbourhood. Cases from some tourist destinations in countries such as Kenya, Namibia and Tanzania have highlighted the magnitude and forms of damage that tourism can inflict on the neighbourhood. Negative impacts such as land degradation, deprivation of access to farmland, destruction of crops by animal game, disruption of socio cultural structures and emotional stress have been associated with tourism in these countries (Ashley, 2000; Ijeomah, 2012). The relevance of these impacts is expressed in how much they have made the people become better or worse off in terms of spiritual, emotional, social, physical and material satisfaction and happiness. This is what the consideration of wellbeing attempts to explicate in comprehensible perspectives.

Wellbeing can be literally interpreted as the state of being well but this will not suffice to explain its implications on development, which has many facets. Thus, a conceptual approach to defining wellbeing appears more appropriate and adaptable to the different facets and dimensions of human development (McAllister, 2005). This, however, has brought about the multiplicity of conceptual considerations for wellbeing - all geared towards operationalising it for a measurement that is applicable across the multiple facets and dimensions of human development (Dodge, Daly, Huyton and Sanders, 2012). Nevertheless, as varied as these considerations are, they converge at a central meaning of wellbeing, which is the quality of life. The Organisation for Economic Cooperation and Development (OECD) has conceptually defined wellbeing within the scope of the material living condition and quality of life of the people as well as the “sustainability of the socio economic and the natural systems within which the people live and work” (OECD, 2011).

There has been a concentration of interest in its use as a contemporary measure of how better off and happier a people can be (OECD, 2011). This results from its increasing acceptance as a comprehensive measure of the impact of development efforts on the people. This transcends the limitations of other measures of development such as GDP and HDI. This understanding has given birth to the “Beyond the GDP” focus movement, which is promoting the use of wellbeing instead of GDP in evaluating the impact of development policies on the people (Exton and Shinwell, 2018). The concept of wellbeing as a measure of development is an all-

encompassing approach that takes into consideration how a people fare economically, materially, socially, spiritually, physically and emotionally (King, 2007). This tends to give a balanced assessment and complete picture of the wellbeing of the people. The conceptual approach, thus, recommends a two dimensional consideration of the wellbeing status of the people vis a vis objective and subjective wellbeing (McAllister, 2005 and OECD, 2017). The objective wellbeing is considered to be unbiased as it stems from quantitative assessment of observable indicators such as income, consumption pattern, living conditions, access to utilities, physical and financial assets. But the feeling of wellbeing is personal and very subjective to what the person considers as good for him or her. Since individual value system varies from one person to another, these physical indicators may be less valued than the intangible feeling of satisfaction, joy, peace and love (Ryan, 2009). Hence, the subject is allowed to indicate how well off he or she feels. This is the focus of subjective wellbeing assessment.

Subjective wellbeing is a qualitative parameter that is used to complement objective wellbeing. Standard measurement procedures and scales of wellbeing have been developed by different organisations such as OECD, Gallup-way health, ONS and NEF. The measurement scales and procedures are adaptable to accommodate peculiarities and differences between communities. The adaptation usually focuses on the variables and the methods that are employed in the computation of wellbeing index. Generally, the relevant domains of variables include income, expenditure, job, housing, health, education, social capital and responsibilities, safety, environmental peace, civic engagement, and accessibility to services and utilities, which can be measured quantitatively and qualitatively. This focus makes wellbeing a good and appropriate measure of people-oriented development such as offered by tourism (OECD, 2011).

United Nation World Tourism Organisation (UNWTO) is committed to the implementation of the United Nation's 2030 sustainable development goals and the harnessing of the potentials of tourism towards alleviating poverty among local community dwellers through wealth creation and distribution of the benefits to the most vulnerable in the communities (UNWTO, 2016). Given this commitment, wellbeing becomes a veritable tool of measurement for assessing the relevance and potency of tourism development as a strategy for rural transformation.

1.2 Statement of research problem

Rurality pre-dominates the whole of Nigerian landscape with less than 50 per cent of the population living in the urban area (Ladele, 2016). This is no less true of southwestern Nigeria where rural households are primarily preoccupied with agriculture (Bakare and Oladeji, 2011). Thus, farmers constitute the larger proportion of rural dwellers in the region (Oyesola and Ademola, 2011). The rural dwellers, albeit the farmers are encumbered with a number of deprivations which include constrained access to capital and basic infrastructures such as power and potable water supply; good roads; adequate education and health services; social and ICT facilities; modern farm mechanisation and inputs. These deprivations have constituted a great limitation to the productivity and wellbeing of rural households, which remain quite low and usually lower than that of the urban households in Nigeria (Adeyemo and Oni, 2013).

In spite of this limitation, rural production remains the pillar and pivot of the local food supply system in southwestern Nigeria as in other parts of Nigeria (Nwachukwu and Ekanem, 2011; Pur, 2011). This means that the rural households have, against all odds, managed to sustain production that is partly subsistent and partly commercial, though sub optimally. While this low level production has remained significantly relevant to the overall food supply system, it does not seem to have impacted positively on the wellbeing of the rural households who are the farmers. Thus, the rural households are still largely plagued by illiteracy, poverty, drudgery, malnutrition, conservatism and social backwardness; with their wellbeing becoming the focus of recurring rural development agenda year after year (Adeola, 2011).

The need to improve the wellbeing of the rural households cannot be over emphasized. First, wellbeing is a significant indicator of overall socio-economic development; it is a measure of the performance of investments in rural development. Secondly, improved rural wellbeing will step down rural-urban migration, which depletes the rural manpower for agricultural production and congests the urban area with youths in search of scarce white collar jobs. It thus prevents unemployment frustrations, which drive youths into crime and social nuances. Thirdly, improved wellbeing is a stimulant for better living and improved productivity (Gallup-Healthways, 2014; NEF, 2016), which is so much desired in contemporary agriculture

in Southwestern Nigeria. Hence, there has been increasing quest for improved wellbeing of the rural households and this has given rise to many interventions in form of advocacies, empowerment and development programs, projects and other strategies for rural development (Kehinde and Adedoyin, 2011).

Most of the interventions such as Structural Adjustment Programme (SAP), Directorate for Food, Road and Rural Infrastructure (DFRRI), People's bank, Family Economic Advancement Programme (FEAP) and so on, had focused on mitigating the afore-mentioned deficiency and deprivations to stimulate higher productivity in agriculture and enhance diversification of means of livelihood (Kehinde and Adedoyin, 2011). By and large, the interventions are yet to take the rural areas out of the wood. There is, therefore, the need to search for more and better ways to improve conditions in the rural areas.

Tourism has the offerings that can enhance the wellbeing of the rural households. Many tourist sites in southwestern Nigeria are rural-based. The communities around them consist of rural households who tend the land for their livelihood and are rightly pre-disposed to partake and benefit from the offerings of tourism (Ayeni and Ebohon, 2012). The offerings include

- a. market opportunities for the rural households to sell their products rightly and directly to final consumers without going through 'cut-throat' middlemen (Oguoma, Nkwocha and Ibeawuchi, 2010,
- b. stimulation of infrastructural and environmental development (Bakare and Oladeji, 2011),
- c. exposure of the rural households to external influences which may include new technology,
- d. providing opportunities and motivation for entrepreneurial engagement and livelihood diversification through acquisition of new knowledge, contacts, skills, ideas and vision,
- e. giving room for the rural household members in the neighbourhood to be directly or indirectly involved in tourism-related activities as employees and service providers from which additional income can be earned (Rueegg, 2009); and direct participation in the sharing of accrued tourism revenue (Tairo, 2015) and

- f. positively changing the physical environment and the socio-economic orientation of the people and the physical environment and thereby affecting the psychological wellbeing of the people (Akangbe, Asiyani, Matanmi, Adesiji and Oladipo, 2012).

The fore goings, which are flashes of the positive effects of tourism on rural wellbeing provide strong incentives to focus on tourism for wellbeing enhancement.

On the other hand, Tourism development may result in damages to the physical environment, the ecosystem and/or socio-economic structure due to loss of farmland with negative effects on the livelihood and consequently on the wellbeing of the people. Also, the high demand and pressure of tourism activities could impinge on the psychological, spiritual/cultural and social wellbeing of the rural households (Ayeni and Ebohon, 2012, Goffin 2014).

While there is a number of studies and literature on wellbeing and the impact of tourism on rural development and agriculture, the involvement of rural households in tourism activities and the consequent effect on their holistic wellbeing, particularly, in southwestern Nigeria have not been well explored. For example, a study by Ibimilua (2009) focused on the attraction to participate in tourism in Ekiti state and concluded with identifying factors that promote community participation. Adebayo *et al.* (2014) focused on the general economic impact of tourism on Ile Ife in Osun state. These studies run short of the impact of tourism on the rural households around tourist destinations. Thus, there is a gap in fathoming the exact relevance of tourism to rural development in terms of empirical indicators of wellbeing status of rural households. This study has attempted to fill the gap by examining tourism activities in southwestern Nigeria, the level of rural household involvement in those activities and how this affects the wellbeing of rural households. This study was guided by the following questions.

1.3 Research questions

1. What are the respondents' socio-economic characteristics across selected tourist sites in the study area?
2. What is the attitude of respondents towards tourism activities across selected tourist sites in the study area?

3. What is the extent of respondents' involvement in tourism activities across selected tourist sites in the study area?
4. What are the respondents' constraints to involvement in tourism activities across selected tourist sites in the study area?
5. What are the respondents' perceived benefits from involvement in tourism activities across selected tourist sites in the study area?
6. What is the level of the wellbeing of the respondents across selected sites in the area?

1.4 Objectives of the study

The study's overall objective was to examine effects of involvement in tourism activities on the wellbeing of rural households across selected tourist sites in the study area.

The specific objectives were to:

1. describe the socio-economic characteristics of respondents across selected tourist sites in the study area.
2. determine attitude of respondents towards tourism activities across selected tourist sites in the study area
3. determine the level of respondents' involvement in tourism activities across selected tourist sites in the study area.
4. identify the constraints to involvement in tourism activities encountered by respondents across selected tourist sites in the study area.
5. identify the respondents' perceived benefits from tourism activities across selected tourist sites in the study area.
6. determine the degree of respondents' wellbeing across selected tourist sites in the study area

1.5 Hypotheses of the study

The hypotheses of the study are stated in the null form as follows:

- H₀1. There is no significant relationship between selected socio-economic characteristics and respondents' level of wellbeing across selected tourist sites in the study area.
- H₀2. There is no significant relationship between respondents' attitude towards tourism and their level of wellbeing across selected tourist sites in the study area.
- H₀3. There is no significant relationship between constraints and respondents' level of wellbeing across selected tourist sites in the study area.
- H₀4. There is no significant relationship between perceived benefits and respondents' level of wellbeing across the selected tourist sites in the study area.
- H₀5. There is no significant relationship between the level of respondents' involvement in tourism activities and their level of wellbeing across selected tourist sites in the study area.
- H₀6. There is no significant difference between respondents' level of involvement in the tourism activities across selected tourist sites in the study area.
- H₀7. There is no significant difference between the levels of involvement in tourism activities in the host communities and in the proximate communities across selected tourist sites in the study area.
- H₀8. There is no significant difference between respondents' levels of wellbeing across selected tourist sites in the study area.
- H₀9. There is no significant difference between wellbeing of involved respondents and that of not-involved respondents across selected tourist sites in the study area.
- H₀10. There is no independent variable with significant contribution to the wellbeing of respondents across selected tourist sites in the study area.

1.6 Justification of the study

Rural development is a major concern, particularly, in sub-Saharan Africa where majority of the people dwell in the rural area which is largely deprived of basic amenities with negative consequences on people's wellbeing. Thus, improving the wellbeing of the rural households is the focus of rural development efforts and strategies. Every option that can enhance and sustain the wellbeing of the rural households must be given consideration. This study, particularly, explored the prospect of tourism activities in enhancing the wellbeing of rural households. Given the potential and established viability of tourism as a stimulant of development, this study helps to ascertain the status of the complementarity or synergy between tourism and agriculture both, which are prevalent activities in rural southwestern Nigeria. This will give direction to government and relevant stakeholders on how to harness the potentials of tourism for the enhancement of rural development in southwestern Nigeria. The findings and recommendations of the study add to existing documentations and provide new empirical knowledge on tourism and agriculture nexus as it affects the wellbeing of rural households, which is a measure of rural development.

Also, the findings have either validated or disproved some postulations on wellbeing of rural households and the a priori expected effect of tourism on rural wellbeing as suggested in the hypotheses. It is hoped that the empirical revelation and validated inferences from this study can stimulate policies and actions towards revamping and sustaining many tourist destinations as a way of improving rural development and in effect the wellbeing of the rural households in southwestern Nigeria.

1.7 Definition of terms

Tourism: refers to the temporary human movement to identified places of attraction for leisure, recreation, visitation, entertainment, knowledge acquisition and vacation.

Tourist: A tourist is a person who goes in search of leisure, relaxation, knowledge, adventures, entertainments and so on by visiting designated tourist sites either in the urban and rural areas.

Tourism activities: These are activities that are directly or indirectly performed in tourism. They could be activities emanating as services from or to tourism development and tourist.

Tourist activities: These are activities undertaken by tourist themselves such as mountain climbing, swimming, partying, photography, beach relaxation, cycling, hunting, expeditions and so on.

Tourist destination: A tourist destination refers to the general location of a cluster of attractions and related tourist facilities and services, which a tourist or tour group selects to visit or tourism providers choose to promote (Jila, 2010).

Tourist site: This refers to the specific site of tourist attractions such as waterfalls, mountains, cultural festivals, sports events or religious activities and so on.

Wellbeing: This refers to the overall status of the rural households in terms of the quality of life from both the objective and subjective perspectives.

Subjective wellbeing: This is the wellbeing of the rural households as perceived by them.

Objective wellbeing: This refers to the wellbeing of the rural households as determined by observable socio-economic and environmental indicators.

Rural household: Rural households represent family units, which make up a rural community or settlement. Each household usually consists of household head who could be a male or female, the children and some extended family members living and sharing together as a family.

Host community: The community in which the tourist site is situated.

Proximate community: This refers to the community immediately adjoining or next to the host community.

Involvement: Involvement is a process, which engages people within an area or community to participate in development activities. In this study, it refers to participation and engagement of rural households in tourism activities. Involvement is

deeper than participation, implying belief and commitment to a process along with the practical participation.

Perceived benefits: These are the gains from tourism and involvement in tourism activities which are perceived by the households to have accrued or accruable to them.

Constraints: These are issues or things, which are identified by the households to have hindered tourism activities and households' involvement in the activities.

CHAPTER TWO

LITERATURE REVIEW, THEORETICAL AND CONCEPTUAL FRAMEWORK

2.0 Introduction

This chapter focuses on a review of relevant concepts and the theoretical framework. The concepts include tourism, rurality, sustainable rural development, tourism and agriculture nexus, involvement in tourism activities, wellbeing and its measurement.

2.1 Literature review

2.1.1 The concept of tourism

Tourism, as a terminology, emanates from the old English word ‘tour’ which describes a to and fro movement of person(s) between two or more locations over a short period with the person undertaking the tour referred to as tourist (Theobald, 1998). According to Westcott (2015), “the word ‘hospitality’ predates ‘tourism’” while the word ‘tourist’ was first used in 1772. However, Tourism has evolved conceptually and has been diversely defined by different people according to their varying perspectives. This is due to the increasing growth and development in the sector, which attract many people including scholars to consider tourism from varied experiences and exposure (Okpoko, 2006). Some of the conceptual definitions are highlighted by George (2009 pp. 116). She posits that one of the earliest definitions of tourism was given by the Australian economist, Hermann Von Schullard in 1910 when he defined tourism as “the sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region”. Tourism and Travel are sometimes used interchangeably. The League of Nations used both terms for the first time officially in 1937. Tourism was then defined as people travelling abroad for periods of over 24 hours (Okpoko, 2006).

Hunziker and Krapt’s definition of tourism in 1942 was in terms of ‘the totality of the relationship and phenomenon’, which may arise in the course of strangers’ travel and

their stay in a new destination for a short time without engaging in income generating activities. It is also claimed that the Tourism Society of England had defined tourism in 1976 as “the temporary short-term movement of people to destination outside” their normal places of residence and work including their activities and all movements during their stay at the destination. Then, in 1981, the International Association of Scientific Experts in Tourism defined tourism such that it includes activities that are selected by choice and performed outside the home environment. In 1982, Matheson and Wall gave a definition that was similar to that of the Tourism society of England (George, 2009).

In more contemporary presentations, Wilson Jr. (2008) submits that tourism maybe defined as an act of traveling for predominantly recreational or leisure purposes; and is inclusive of the provision of services in support of this act. Earlier in 2006 a similar but more explicit definition was given by Okpoko (2006) who acclaimed that Tourism is the temporary visitation of people to other places which are different from where they work and live, what they do in the places so visited and the infrastructures that are available to make them comfortable. The common grounds of agreement in all these definitions have been harmonized in the definition by United Nation World Tourism Organisation (UNWTO) which considers Tourism as a socio-cultural and economic activity involving the travels of persons to places outside their usual environment for a short period of time for personal (leisure), business or professional purpose (UNWTO, 2018).

The point to note is that tourism includes a “wide array of people, activities and facilities” and that the activities may benefit the host and local environment. Some other scholars consider tourism as an industry, which consists of sub-industries to make it perform effectively in terms of the benefits that accrue to the individual tourists, tourist organisations, and the local economies and communities.

2.1.2 Classification of tourism

Tourism may be classified into the following forms (UNWTO, 2018):

In-bound international tourism: This involves visits to a country by a non-resident of that country. For example, the visit of some Kenyan students to selected Nigerian universities on educational tourism.

Out-bound international tourism: This refers to the movement of the residents of a country on a visit to another country. A typical example is the periodic visit of some Nigerian Christians to Israel for holy pilgrimage.

Internal tourism: Visits by residents of a country to their own indigenous or local tourist sites. Visits of a group of University of Ibadan students to Ikogosi Warm Spring tourist centre in Ekiti state southwestern Nigeria is a typical example of internal tourism.

Domestic tourism: This is a combination of both inbound international tourism and internal tourism.

National tourism: This is a combination of internal tourism and outbound international tourism.

2.1.3 Types of tourism (Niche tourism)

Modern trend in tourism is focusing on niche tourism, which categorises tourism according to the nature of the core activity involved. For example, a visit to seek medical services or sporting funs is defined by the purpose or the focus of the visit accordingly. There are currently many forms of tourism and they are evolving with new concepts such as destination weddings and location vacation (Wikipedia, 2017). However, from the long list in Wikipedia, the common ones that are relevant to our clime in this dispensation include:

- i. **Ecotourism** is the travel of people to areas with uncommon natural features such as waterfalls, mountains and rock formations and wildlife. This will include game reserves, national parks, forest reserves, zoological and botanical gardens that abound in Nigeria (Ayodele, 2017). The concept of sustainability is usually associated with ecotourism to arouse the consciousness and sense of responsibility to keep the environment conserved and help to improve the wellbeing of the people in the immediate community. This was highlighted in the definition proffered by The International Ecotourism Society (TIES) in 1991 (Wood, 2002).
- ii. **Agritourism:** Agritourism defines the synergistic relationship between agriculture and tourism in which services from either are mutually offered to enhance the performance of the other. It is a form of integration between the

agricultural sector and tourism sector to produce a single product that, economically command higher values and patronage. It is about farms being opened up with recreational activities/facilities to attract tourists who are seeking to link up with their agrarian past or seeking for new knowledge in practical agriculture, and, at the same time, have fun, make on-farm purchases on harvest or farm market days and relax. Thus, some ranches, plantations and integrated agro-industrial processing outfits such as the Songhai farms in Port Novo, Benin Republic are equipped with facilities and operational structure to cater for tourists. Agritourism is mutually beneficial to the farmers, tourists and the community (Ayodele, 2017).

- iii. **Cultural or historic tourism:** Tourism can also take the form of traveling to locations with cultural or historic significance and interests (Ayodele 2017). For example, tourists do visit Badagry to see the relics of slave trade activities in Nigeria and to Idanre hills to see the evidence of the migration of the Idanre people from the hilltop to their present location downhill. Many tourists are also recorded attending and participating in cultural festivals and carnivals such as the Eyo festival in Lagos, the Osun festival and the Calabar carnival.
- iv. **Ancestry tourism:** This is also known as **genealogy tourism**. It is traveling with the aim of tracing one's ancestry, visiting the birth places of these ancestors and sometimes getting to know distant family. There are recurring cases of black people in diaspora coming back to Africa to trace their family roots.
- v. **Educational tourism:** This may involve traveling to an educational institution or some other destination in order to undertake short term or full academic programme such as sandwich and degree programme. Also, common is traveling to other places to take personal interest classes, such as cooking classes with a famous chef or craft classes.
- vi. **Sports tourism:** This is the type of tourism that is induced by sporting activities. For example, traveling to watch the World cup, Olympics or Safari sports. It could be movement from one town to another town or from country to country.
- vii. **Health tourism:** this is done usually to escape from cities and get relief from stress, and, perhaps, for some 'fun in the sun'. Often tourists go to health spas

or to beaches for relaxation and site-seeing. We have examples in our elites going to places like Dubai and the Caribbean for vacation.

- viii. **Medical tourism:** Medical tourism is motivated by the search for better medical services or treatment for the sick. It could be intra or inter country. An example of intra country medical tourism is the movement of people from other towns to seek for medical treatments in teaching hospitals in Ibadan, Lagos, Benin etc while the recently common movement to India for treatment by Nigerians is an example of inter country medical tourism. Superior medical facilities, expertise and affordability are the drivers of medical tourism (Ayodele, 2017).
- ix. **Adventure or risk tourism:** This defines the act of tourists who embark on adventures, which are usually exploratory such as mountain climbing, hunting, wildlife watching and/or discovery of new sites. This is focused on discovering new things or accomplishing new feats in the course of touring. A good example is the climbing of Mount Kilimanjaro in Africa.
- x. **Religious tourism:** This entails visit and participation in activities performed at religious sites or destinations such as the holy pilgrimage to Jerusalem/Mecca. It could also be visit to religious monuments such as Ayo Babalola grave in Osun state Nigeria. We also have many people from other countries visiting the Synagogue of all nations in Nigeria mainly in search of miracles/healings (Ayodele, 2017). Visit to traditional religious centres or festivals to worship or to witness the worship of festival gods such as the Osun festival, also, amounts to religious tourism.
- xi. **Rural versus urban tourism:** The concept of Rural and urban tourism is based on the location of tourist sites. Rural tourism is centred on tourist destinations in the rural areas while urban tourism has activities in and around the urban centres.

2.1.4 Tourism development in Nigeria

According to Aremu (2001), tourism in Nigeria has its origin in the era of unconscious practice of tourism. This era, which predates the advent of the European explorers, is defined by the use of traditional and cultural festivals to mark and celebrate notable landmarks and events such as planting and harvesting season, coronation and conquest

anniversaries. These practices carried some 'touristic values' as they attract people from other communities, who would visit to witness, participate and felicitate with their relations, friends and neighbours. During such occasions, joyful co-existence is promoted among local communities while commercial exchange (buying and selling) is naturally engendered. The scope of what is today called cultural tourism expanded with the expeditions of Europeans explorers such as Mungo Park who opened up Africa and Nigeria, in particular, to international visitations. Today, cultural tourism has become a major attraction to tourists and visitors coming to Nigeria. A number of cultural festivals such as Argungun fishing festival in Kebbi state, Atilogu dance in Anambra state and Osun festival in Osun state have been upgraded to offer more for international tourists.

Conscious or organised tourism started in Nigeria when some practitioners founded the Nigeria Tourist Association in 1962. This opened the way, in 1963, for the admission of Nigeria into the International Union of Official Travel Organisation (IUOTO), which is now known as World Tourism Organisation (WTO) (Aremu, 2001). The government of Nigeria gave formal recognition to tourism by placing it under the Ministry of Commerce and establishing the Nigerian Tourist Board under Decree 54 of 8th August 1976 to replace the Nigerian Tourist Association. This ultimately led to the establishment of policy guidelines, strategies and institutional framework to guide tourism development in Nigeria. In 1990, the Nigerian tourism policy document was launched with tourism declared as a 'preferred sector'. Ever since, the government has continued to show interest in tourism development with a number of parks and sites delineated as tourist sites. A number of institutions (Federal Ministry of Trade and Commerce, State Ministries of Tourism, National Council on Trade and Tourism, National Tourist Corporation (formerly board), State Tourism Boards and Local Government Tourism Committees) were saddled with responsibility to oversee and develop tourism at the different levels of government in Nigeria. Decree 81 of 1992 established the Nigerian Tourism Development Corporation as a catalyst institution for tourism development. Private investors and promoters are also playing notable roles in the contemporary tourism industry in Nigeria (Aremu, 2001).

2.1.5 The benefits of tourism

The attraction to tourism is induced mainly by the array of benefits that accrue from it. In a simple summary, Ayeni and Ebohon (2012) citing Besculides *et al* (2002) and Oh (2005) claimed that the benefits, which cut across all stakeholders, include generation of “employment, income, and enhancement for the quality of life”. The emphasis here is on the core benefits of tourism, which is the enhancement to the quality of life. Every benefit that can be ascribed to tourism must ultimately enhance the quality of life, which is measured in terms of wellbeing. It is also important to note that tourism is not an economic pursuit of the privileged and/or wealthy few only; it has become part of the indulgence of the masses (Murphy, 1985). Thus, tourism is people-oriented and its benefits stretch across the economic strata of the society.

Tourism is a major contributor to national economy by way of attracting foreign patronage. According to Ayeni and Ebohon (2012) tourism has become prominent in the economy of many countries where it constitutes a form of alternative to commodity export and a major source of foreign exchange which helps to reconcile internal and external trade balances. Tourism also provides a platform for the diversification of the economic base of a nation with activities that create employment opportunities for various categories of people both in the rural and urban centres.

It opens up the rural areas (where many tourist sites are located) to external influences and demand for goods and services that may stimulate increased and improved production, trading activities and socialisation. This also stimulates the development of entrepreneurship, skill acquisition and promotion of cultural heritage, values and exchange between the tourists and the host community.

Tourism development comes with physical and social infrastructures such as buildings, roads, power (electricity), potable water, modern communication system, financial and social institutions (Bakare and Oladeji, 2011). Rueegg (2009) gave another deep but positive implication of tourism as having the capacity to promote the small scale farmers into producing high value products and even entering into the export market with the consequent higher income, attraction of more investment and reduction in rural-urban migration.

Tsephe and Obono (2013) extracted from other scholars to highlight the benefits of rural tourism by classifying them into three categories as follows:

- i. **Economic benefits:** These include creation of employment and generation of income for the rural people. Income generated from tourism represents additional income for the rural people. This augments their agricultural income and enables them to provide better food for the family and better education for the children. Other benefits from rural tourism include employment opportunities for the youth in particular, foreign exchange and internal revenue generation for the government, land value appreciation, housing development and increased demand for goods and services which may stimulate increased production and entrepreneurial initiatives. Also, improvement in public services and modern technology gives great support and encouragement to local entrepreneurs.
- ii. **Environmental benefits:** Interactions with urban visitors expose the rural people to new and more knowledge on various aspects of lives such as health, hygiene, technology, educational opportunities. The new knowledge helps the people in understanding the need for preservation of natural resources and healthy environment with adequate infrastructures such as roads, power supply and telecommunication and so on. The people are, thus, stimulated to put efforts into preserving natural features and monuments in their community and also demand or pressurize government for infrastructures. According to Ayodele (2017) the deliberate conservation of natural resources and ecosystem management yields some health benefits. He mentioned reduction in the risk of malaria as one of such benefits and points out that forest conservation protects and yields medicinal herbs, which are commonly used in the rural areas.
- iii. **Socio-cultural benefits:** According to Tsephe and Obono (2013), Tourism gives a much higher income to the rural people than they can obtain from agriculture and related services. This helps them to improve education and health services in the rural communities. It also stimulates more commercial activities in agro markets and production of handicrafts. Tourism-induced fairs and festivals help to create more socio-cultural interactions, exchange and understanding. This creates more engagements and excitement in the rural areas ultimately resulting in reduced migration of rural people to urban areas.

2.1.6 Negative impact of tourism on rural development

Rueegg (2009) introduced a two-way argument through the concept of optimist and pessimist account in examining the impact of tourism on rural development. In his pessimist account, he identified the negative impact of tourism to include, firstly, that tourist demand for imported food could cause leakage on foreign exchange through import bills; secondly, competition for land and water could deprive agriculture of the required land and water resources for optimal performance and thirdly, tourism has the tendency to pull human resources away from agriculture. Ayeni and Ebohon (2012) cited Long (2012) who recognizes that tourism development can lead to economic, environmental and socio-cultural damages if proper planning and integration with local values and environment is not done in the course of tourism development. Thus, Ayeni and Ebohon (2012) opined that given the effective contribution of tourism to rural development, the challenge is to develop the sector in such a sustainable way that will minimize the “ecological footprints”. This emphasizes the need for a sustainable rural development approach.

2.1.7 The concept of rurality

Rurality is a global concept, which defines the condition of areas that are remote to urban centres environmentally, socially and economically. Thus, an area can be classified as rural because of significant difference in any of these three dimensions. What actually defines rurality varies from location to location across the globe based on the development ranking of countries. Hence, the outlook of rurality in the developed world may be significantly different from that of developing countries such as Nigeria. A rural area in Europe may almost pass for an urban in Africa. Rurality also, could assume some gradation from community to community within a country, particularly in Nigeria. Ekong (2010) asserts that there is no sharp divide between the rural and urban area, rather, the rural-urban differences exist in degrees or as a continuum depending on the extent to which certain features and criteria are available. Stemming from the three dimensions mentioned above, certain features and criteria have been set as standard to determine the rural-urban status of a community in Nigeria. These include population size and density, main occupation of the people, availability and state of infrastructures such as roads, schools, electricity, water, hospitals and other public institutions; livelihood structure; housing; consumption

pattern, social equity, interaction, differentiation, stratification, mobility and control; proximity to nature; simplicity of culture; level and standard of living.

A community is considered rural if the population is less than 20,000 people, deficient or has too little of basic infrastructures, has majority of the people engaged in agriculture and primary production; and if the people perceive their community as rural among others (Olawoye, 2000 and Ekong, 2010). However, Ekong (2010) clarifies further that some of these criteria may compensate for each other such that a community with less than 20,000 people but having adequate infrastructures, up-to-date utilities and less of primary activities, may pass for an urban centre and vice versa.

According to Awojobi (2014), “Nigeria is conceptualised as a rural society”. This is because over 60 per cent of the people are resident in rural communities (Ekong, 2010; Ashimolowo, 2011). These rural communities have low population size and density with majority of the dwellers primarily engaged in agriculture supported with diversification into other livelihood activities. The Nigerian rural area is largely deficient of infrastructures and basic amenities.

2.1.8 The concept of sustainable rural development

Sustainable rural development, as a concept, emanates from the Sustainable Development Concept initiated in Europe in 1978 by the World Commission on Environment and Development, and contained in the Brundtland Report. Awojobi (2014) reports that the focus on rural development has been applauded by some scholars who consider it a good attempt to boost agriculture which is the main activity on which rural development is hinged. Without agriculture there is no rural development and agriculture cannot develop without basic infrastructures in the rural area (Awojobi, 2014).

The concept of sustainability, as applied to rural development, is about accomplishing current productivity target using local rural resource in such a way that the resources are not utterly depleted. Rather, they are preserved and regenerated by “preserving essential natural system and protecting human heritage biodiversity” so that productivity and production can continue almost forever for the benefit of future generation (Cawley and Gillmor, 2008 cited in Awojobi, 2014).

The rationality of sustainable rural development must have instructed Nigeria government to embrace and integrate its principles into the Nigerian Rural Development Policy for Sustainable Growth. The objectives were to develop the rural areas, raise the living standard of the rural dwellers, alleviate poverty and use rural development to build a foundation for national development. To this extent, rural dwellers were to be empowered “through the development of productive employment, enhanced income, environmental protection, gender promotion and care for the vulnerable ones”.

Several policies and programmes have evolved in Nigeria as interventions to help achieve the sustainable rural development objectives. Among them are Structural Adjustment Programme (SAP), Directorate for Food, Road and Rural infrastructure (DFRRI), People’s bank, Family Economic Advancement Programme (FEAP) and so on. While the status of their success remains subject of debates, there is still a wide gap to fill.

2.1.9 The place of tourism and agriculture nexus in rural development

Since many tourist sites are located in the rural area where agriculture is the main occupation of the predominantly poor rural people, we should expect interaction between agriculture and tourism (Liu *et al*, 2008). Rueegg (2009) identified the interaction as the Tourism-Agriculture nexus and the Tourism-Poverty nexus in trying to explain the complex ways in which tourism affects agriculture and indirectly rural poverty. Since poverty is a widespread feature of the rural area where agriculture is the primary and major source of livelihood, impact of tourism on agriculture will consequently affect rural poverty. To assess this will require looking at how tourism affects the lives of the small-scale farmers. He alludes to two-way impacts:

1. Revenue from tourism can alleviate rural poverty through local sourcing of food products.
2. Tension can arise between agricultural and tourism development in terms of leakages of tourism revenue and conflicts over water, labour resources and how to handle existing inequalities.

In a similar way, Liu *et al* (2008) had earlier affirmed the impact of tourism on local economy and the environment. They alleged further that since most resorts are located in rural areas, tourism development might affect local agricultural production as well as the local economy and environment. They also identified some specific impacts of tourism such as provision of more non-farm job opportunities for farmers, increase in the sale of specific local agricultural products, increased income from involvement in tourism activities, provision of access to secondary funding for farmers to continue their agricultural activities and modifying or restructuring agriculture to catch up with tourism development.

Conversely, Liu *et al* (2008) posit that the high level of visitation by tourists may impact agriculture negatively by putting pressure on environmental resources and capabilities/ability to cope with accompanying changes. The changes may include, for example, incidences of soil erosion, increased pollution, discharges into the sea, loss of natural habitats and higher vulnerability to fires.

2.1.10 Involvement of rural households in tourism activities

Community involvement is a concept that is well advocated in development circle. It is believed that when communities are involved in development processes and/or projects, the people benefit more in terms of direct impact on their livelihood and sustainability of the projects for future generations (Weidemann, 2016). Hence, community involvement in tourism has become popularly accepted as a means of enhancing rural development and poverty alleviation. Involvement is very crucial to the current drive for sustainable tourism development agenda of the United Nations World Tourism Organisation (WTO). Thus, in countries such as Myanmar, for example, its community involvement in tourism (CIT) policy places emphasis on empowering rural communities towards meaningful participation in the mainstream tourism economy (Weidemann, 2016).

Scholars have identified three main areas of community involvement in tourism. These are (i) involvement in decision-making processes during the conception and management of tourism projects or sites; (ii) involvement by participation in tourism activities and (iii) involvement in sharing of benefits (Tosun, 2006; Jila, 2010; Muganda, 2009). It is posited that in developing countries such as Kenya, Tanzania and, perhaps, Nigeria, community involvement in decision making in tourism is low

and sometimes, non-existent (Tosun, 2006). However, in the face of poor documentation, involvement by participation in tourism activities can be presumed to be common in countries such as Nigeria and other African countries. This is given credence by Muganda (2009) who concluded from a study that the people preferred to participate either as workers with the management of tourist sites or as entrepreneur offering various services and goods to tourists and the tourism organizations. Furthermore, Jila (2010), in his study of tourism in South Africa, asserts that “the communities must become involved not only as workers in tourist facilities, but as entrepreneurs themselves” for tourism to succeed. He affirmed that the involvement of the immediate communities in tourism activities brings many benefits to the community and enhances the performance quality of the tourism industry in general. The local communities have opportunity to be involved in tourism activities such as rendering of services, provision of knowledge, facilities and products (Jila, 2010).

The Myanmar government understands this fact. Hence, in its Community Involvement in Tourism (CIT) projects, communities were required to participate in the development of responsible tourism and were expected to be the main beneficiaries of tourism. They were also to be actively engaged in tourism and be aware of the positive and negative impacts of tourism on their local economy, environment and culture (Weidemann, 2016). This should be applicable to Nigeria. Communities should seek and demand a high level of integration and involvement in local tourism development and investment.

2.1.11 Classes of tourism activities

Tourism activities can be considered in the following categories: i. Direct Engagement as workers in tourism sites/organizations including participation in decision-making ii. Sale of goods to tourists iii. Provision of services and ancillary services.

Since tourism involves the total day-to-day caring for the welfare of people, its activities are as diverse as the bulk of man’s requirements for living. Thus, tourism-related activities cut across several sectors. They can be classified as tourism development activities and ancillary tourism activities. The tourism development activities will include the direct physical development and managerial activities while the ancillary activities are extraneous activities that support tourism. The activities

include direct engagement in construction and maintenance works on tourism site facilities, managerial works, transportation, accommodation, catering services, communication, medical/health, fashion, environmental protection and beautification, trading, tour guides/interpreters, handicrafts production, security services, artisan services, among others (Ibimilua, 2009; Safari *et al*, 2015; Salleh *et al*, 2016). In the face of the sophistication of modern development, these activities are expected to keep evolving in number, magnitude and form.

2.1.12 Factors associated with involvement in tourism activities

These are the factors that either promote or hinder involvement in tourism activities. Several studies have attempted to identify the relevant factors in different locations. Ibimilua (2009) seems to have captured most of the factors which include gender, educational background, capital, purpose of visit, age, occupation, infrastructures, transportation system, what others are doing (e.g. peer pressure), attitude of tourism managers, government policy, culture, religion, politics and security among others. Tosun (2006) had earlier considered some of these factors in identifying and categorising the limitations to community involvement in tourism as follows:

- i. Operational limitations: These arise from centralisation of tourism administration, which constrained the local people from getting involved. Also, the fragmentation in the tourism industry makes coordination difficult.
- ii. Structural limitations: Involvement of the community is hindered by the attitudes of the professionals who are usually unwilling to negotiate with the local people; and sometimes, the people are not in position to negotiate on issues concerning tourism development in their locality.

There is also lack of competent human and financial resources in the rural area. This gives room for the elites to dominate tourism development.

- iii. Cultural limitations: These reflect in the paucity of awareness in the local community about the socio-cultural, economic and political consequences of tourism development. It also manifests in socio-cultural or religious restrictions that may, for example, prevent women from outdoor activities or from interacting with men. Where there is outcast culture, some groups so classified as outcast may be tabooed from engaging in what normal people are engaged in.

2.1.13 The concept of wellbeing

Wellbeing is a measure of human development and its central focus is the quality of life. Its consideration as a tool of measurement for development is not new and it is inspired by the daily aspiration of man for better living standard. Until recently, however, it was conceived as an inadequate tool because its subjective components/parameters were assumed indeterminable or immeasurable (OECD, 2013). This challenged and inspired many scholars to focus attention on the study of wellbeing and, thus, breeding an avalanche of scholarly works and literature on wellbeing (OECD, 2015). The immediate implication is that the conceptual definition and measurement of well-being has been so proliferated such that there are, almost, as many definitions as there are wellbeing scholars (McAllister, 2005).

Wellbeing is literally defined by Dictionary.com (2016) as a good or satisfactory condition of existence; a state characterized by health, happiness and prosperity; welfare. Similarly, Veenhoven (2004) cited in King (2007) gave a more simplistic definition suggesting that wellbeing denotes that something is in a good state. He, however, identified the inadequacy of his definition and suggested that the term ‘wellbeing’ needs clarification by specifying the meaning and what constitutes a state of wellbeing (King, 2007). Similarly, NEF (2016) points out that “wellbeing is not exactly the same as happiness... wellbeing is a much broader concept than moment-to-moment happiness”.

This means that for wellbeing to be the appropriate tool for measuring development, it must transcend the literal definitions. This informed the conceptualisation of wellbeing by development scholars to broaden its coverage and suit the relativity of the varying situations in which it may be applied. Thus, the concept of wellbeing does not assume any rigidity; rather it is flexible in extent and depth and in terms of contents and components. It is very broad encompassing all the domains that impact upon people including economic, material, social, psychological and spiritual domains (King, 2007). This makes it applicable to both individuals and groups of people or nations; and to all situations of contrasting endowments and/or disparities. However, while there have been variations in definition, there is a consensus among scholars on the dimensions of wellbeing as a concept. Most attempts at defining wellbeing by scholars had ended up describing its dimensions. Consequently, they proposed a new

definition of wellbeing as the balance point between an individual's resource pool and the challenges faced (Dodge *et al*, 2012). To give a clearer picture, McAllister (2005) asserts that in spite of the complexity and differences in defining wellbeing, survey shows that scholars agree that wellbeing consists of subjective and objective components, which together provide the fuller picture of wellbeing.

2.1.14 Subjective wellbeing versus objective wellbeing

Subjective wellbeing refers to the self-perceived life satisfaction or quality of life of a person. What defines the satisfaction and quality of life could be controversial. Scholars have considered the notion of happiness as being too peripheral in defining subjective wellbeing. However, the most important thing is that subjective wellbeing is a self-assessment of one's state of being. This is appropriately captured by Diener (2006) who is cited to have defined subjective wellbeing as an umbrella term for various types of evaluations, both positive and negative, that people make regarding their lives including evaluations of life satisfaction, engagement, and affect (Durayappah, 2011).

Subjective wellbeing is different from objective wellbeing in that it is measured by seeking individual views in surveys whereas objective wellbeing is determined by considering the level of access to some magnitude of physical, financial, social, environmental and other resources. There is a consensus among scholars that subjective wellbeing comprises of life evaluations. These include a cognitive evaluation of the respondent's life as a whole (or aspects of it), measures of affect, which capture the feelings experienced by the respondent at a particular point in time (hedonic) and eudemonic aspect of subjective wellbeing, reflecting people's sense of purpose and engagement (Tinkler and Hicks, 2011).

It is important to mention that the parameters (such as income), which are considered in determining objective wellbeing are also relevant in measurement of subjective wellbeing. In fact, research has shown that there is a correlation between the measures of subjective wellbeing and the indicators of objective wellbeing such as income, employment status, marital status, health and major life events (Tinkler and Hicks, 2011). The combination of subjective and objective wellbeing gives the overall wellbeing of a person (McAllister, 2005). Wellbeing defines the people's feeling and functioning at both personal and social level, as well as their evaluation of their lives

as a whole (NEF, 2016). The feeling of people “refers to emotions such as happiness or anxiety” while the functioning refers to issues “such as their sense of competence or their sense of being connected to those around them”. And their evaluation of their lives is encapsulated in their satisfaction with their lives or how comparatively they rate their lives against ‘the best possible life’. Those who function well and feel positive from day to day with the disposition that “their lives are going well” (flourishing) can be considered to have high wellbeing. On the other hand, people having low wellbeing do not function well and “have negative feels from day to day and over all”. NEF (2016), further points out that wellbeing is not same as happiness. Happiness is a transient, moment-to-moment feeling which does not indicate how people assess the worth of their whole lives or their functioning. Thus, wellbeing is a much broader concept than moment-to-moment happiness: it includes happiness but also other things such as how satisfied people are with their lives as a whole, “autonomy (having a sense of control over your life) and purpose (having a sense of purpose in life)”.

2.1.15 Determinants or drivers of wellbeing

Most researchers agree that the domains that constitute wellbeing include physical, material, social and emotional wellbeing. From these domains, the factors, which are regarded as the drivers of wellbeing are identified to be physical health, income and wealth, relationships, meaningful work and leisure, personal stability and (lack of) depression. Mental health is considered as being fundamental to overall health and wellbeing. Housing, education, social networks, optimism and self-esteem are also part of the drivers of wellbeing, which affect people’s feeling and functioning (McAllister, 2005; NEF, 2016).

An empirical analysis of rural wellbeing in Nigeria by Adeyemo and Oni (2013) shows the relative impact of relevant functioning (i.e. determinants of wellbeing) on rural wellbeing. The study finds socio-economic characteristics such as age, sex, household size, educational status, marital status, geopolitical zone and occupational group correlated to wellbeing of the rural households. They specifically established that older, female and single household heads have higher wellbeing rating. Similarly, those in southwestern Nigeria (particularly, Ondo, Osun and Ekiti), with larger household size and higher education level are associated with better wellbeing indices.

The following achieved functionings (in order of magnitude) were found to be relevant drivers of rural wellbeing: housing and utilities, infrastructures, health, education, socio-economic assets and information. Van Beuningen and De Jonge (2011) found that living standard, personal relationship, life achievements and health were positively correlated with overall quality of life (wellbeing) of Dutch citizens while religion, safety, community relatedness and future security do not have significant impact on overall quality of life.

2.1.16 Indicators and measurements of wellbeing

There are various indicators of wellbeing, which cut across the domains, and they double as the drivers or determinants of wellbeing. OECD (2011 and 2015) categorises the indicators of wellbeing into material and quality of life indicators that are also the parameters of OECD measurement scales. Among the material indicators we have income and wealth, job and savings; and housing while the quality of life indicators include health status, work and life balance, education and skills, social connections, civil engagement and governance, environmental quality and personal security. In developing a measurement framework for the office of the National Statistics (ONS), United Kingdom, Tinkler and Hicks (2011), highlighted some of these indicators as determinants in their conceptual framework for measuring subjective wellbeing. Nimpagaritse and Culver (2010) presented a single broad category of indicators which include financial security, learning, work, housing, family life, social participation, leisure, health, security and environment for measurement of rural farm and non-farm households in Canada. Several other scholars such as Ryan (2009), Ryff (1989) and Veehoven (2004) had earlier considered these indicators in measurement of wellbeing. In spite of differences in categorisation, there seems to be a consensus among scholars on what the indicators of wellbeing are. However, the options for measurements of wellbeing are as varied as the definitions of wellbeing. Situation and circumstance appear to affect what goes into the measurement, thus there are variations in the approaches/methods and, of course, questions that are considered in developing measurement scales for wellbeing. This suggests that there is a high degree of freedom in developing scales for measurement of wellbeing.

i. Measurement of objective wellbeing

According to Tinkler and Hicks (2011), the measurement of objective wellbeing focuses on assessing either of

- a. “the satisfaction of basic human needs and rights as being a crucial pre-requisite before people can ‘flourish’ and live well” (referred to as the Objective list accounts) or
- b. “on the fact that the more people’s wellbeing is increased the more that individuals can satisfy their preferences” (referred to as the Preference Satisfaction Accounts).

GDP is appropriate for this measure as it captures income, which affects access to basic needs such as housing, education and the satisfaction of the preferences, or choices man makes in life.

ii. Measurement of subjective wellbeing

Three approaches are identified for measuring subjective wellbeing by Tinkler and Hicks (2011). These are the evaluative, experience, and eudemonic approaches.

1. **The evaluative approach** has two methods: the first requires people to make an information appraisal or cognitive reflection of their life (Tinkler and Hicks, 2011). People are asked to assess their satisfaction with their life or certain aspects of their life such as their health, job, and relationships and so on. The second method is known as the Cantril ladder of life. Respondents are required to evaluate their life using a ladder scale on which zero equals the worst life status and 10 equals the best life status (Tinkler and Hicks, 2011). Other measures include general happiness measures that are not specific to a point in time. The evaluation approach to measuring wellbeing has been the most prevalent both in national and international surveys, these types of questions have also been seen by policy makers as useful sources of information for some time.

2. **Experience (or affect) approach** provides an assessment of the emotional experience of individuals in terms of the frequency, intensity and type of affect or emotion (happiness, sadness, anxiety or excitement) at any given moment. Information for this assessment can be collected via diary-based methods such as through the Day Reconstruction Method (DRM) and the Experience Sampling Method (ESM). These methods consider the temporal dimension of subjective

wellbeing (Durayappah, 2010) by requiring respondents to report feelings at different times of the day in the course of their different activities. The time frame can also be over a short period of time such as over some days. The measurement of experience will consider “both positive emotions” (happiness, joy or contentment) and “negative emotions” (anxiety, worry, pain or anger).(Tinkler and Hicks, 2011).

1. **Eudemonic Approach** for measuring subjective wellbeing is also described as the ‘functioning’ or ‘psychological’ approach to wellbeing. It is based on the theory that people have underlying psychological needs for their lives to have meaning, to have a sense of control over their lives and to have connections with other people (Ryff, 1989). Eudemonic measures look to capture a range of factors that can be considered important, but are not necessarily reflected in evaluative or experience measures and can include autonomy, control, competence, engagement, good personal relationships, and a sense of meaning, purpose and achievement. These types of measures are also sometimes known as measures of ‘flourishing’ (Tinkler and Hicks, 2011).

2.1.17 Wellbeing as a measure of sustainable rural development

Rural development transcends the improvement in physical infrastructures and economic parameters. It is more about the effect of the improvement on the lives of the people. Development becomes worthwhile when the accompanying physical and economic improvement can translate into a significant upgrade of the people’s wellbeing (UNDP, 1997).

Wellbeing is the composite of all the domains or dimension of quality living, each of which has been separately proffered as the target or measure of rural development success by different scholars. For example, Awojobi (2014) identifies that rural development has been considered in terms of

- (i) Growth of per capita income, which was identified as indicator of development by Rostow (1969) and Olayide and Essang (1975).
- (ii) Qualitative improvement in the living standard of the rural people as stipulated by Mabogunje (1980) and

- (iii) Poverty reduction to an acceptable minimum level, job opportunities and provision of policy on equality for everybody proffered as development indicator by Dudley (1977) and emphasized by UNDP (1997).

Contemporarily, wellbeing encompasses all these and more. Thus, it provides the appropriate criteria and indicators for goal setting and evaluation of sustainable rural development approaches. It is a good measure of the physical (objective) and the emotional, spiritual and psychological satisfaction of the people.

2.2 Theoretical framework

Theoretical framework consists of one or more theories that connect each other directly or indirectly to give direction, support and validation to the concepts of a study. The theoretical framework for this study consists of three theories, which attempt to define a position for the three conceptual issues of rural household livelihood activities, tourism and wellbeing and help to justify or explain some findings in this study:

2.2.1 Household Production Theory

The household production theory states that the ability of rural agricultural households to produce is dependent on production resources that are available at the production and the exchange level (Kinsella, Wilson, Jang and Renting, 2000). At the production level, there are internal resources, which represent the production assets controlled by the household. The assets include land and environmental resources, family manpower, water, basic agricultural tools and heavier equipment. These dictate the production strength or capacity of the household to produce. At the exchange level, the production services are available but they are from sources outside the household and the rural village.

Production services such as the deploying of credit, technology, extension information, markets and transport that are supplied by private and public organisations are used to increase rural household production. The services are usually accessed by the households who make payment for them within the available social and institutional framework.

This theory was supported by Chambers and Conway (1992) who refer to the production resources as tangible assets and the production services as the intangible assets. It is important to note that when considered as assets it could mean resources with potential that will remain idle or under-utilised until it is accessible and utilised for production. This theory implies that production resources (tangible assets) and production services (intangible assets) are important and required for households in rural locations to engage in legitimate and rewarding livelihood activities capable of yielding high returns to improve their wellbeing. It also points to the fact that tourism, which relates with the rural environment partly at the exchange level can create the avenue for the supply and utilization of the production services.

2.2.2 Goal Contents Theory (GCT)

The self-determination theory consists of five mini theories (Ryan, 2009). The goal contents theory is one of them. The theory posits that the need satisfaction of man is not necessarily enhanced by “materialism and other extrinsic goals such as fame or image”. Thus, the attainment of these goals does not foster wellbeing. “In contrast, goals such as intimate relationships, personal growth, or contributing to one’s community are conducive to need satisfaction, and therefore facilitate health and wellness” (Ryan, 2009 pp. 2). The theory is claimed to have also been used in setting goals as evidence has shown that goals with intrinsic focus are better pursued than goals with extrinsic outcomes (Vansteenkiste *et al.*, 2006). GCT helps us understand the importance and the depth of the impact of subjective wellbeing when compared with objective wellbeing. It will also explain the preference of man in assessing or ranking of goals that impact strongly on his state of wellbeing and so provides a basis for our a priori expectation in respect of drivers of wellbeing.

2.2.3 The Physical, Status and Prestige, Cultural and Interpersonal Motivation Theory of Tourism

This theory is highlighted by Streimikiene and Bilan (2015) in their review of theories of tourism. It was presented first by McIntosh and Goeldner (1990), and later by Tsephe and Obon (2013). The theory postulates that tourists are motivated to embark on tourism exercises by four tourist motivation dimensions, which are identified as physical, cultural, interpersonal, status and prestige motivation concepts. Streimikiene and Bilan (2015) explained them as follows:

- i. The physical motivation concept is about the need for “personal health of the body, physical recreation, sport and occupation, and the need to rest on a beach or some other natural environment”. These needs drive tourists to search out and visit tourism sites that can meet these needs.
- ii. The status and prestige motivation concept focuses on the need for self-esteem and tourist’s personality development. This drives tourist to visit sites that will enhance their personality and self-esteem.
- iii. The cultural motivation concept is focused on the need to know more about other countries and the cultural life of different people in different locations. Thus, tourists are motivated to travel over distances in search of cultural knowledge across the world.

The interpersonal motivation concept identifies the desire of tourists to “meet new people, visit friends, relatives, and escape from the daily routine of life or make new friends.”

The theory’s relevance to this study is underlined by the fact that it provides a basis for our a priori expectation that the interaction of tourists with the local communities around tourist sites does have effect on the wellbeing of the people. The theory explains the basis for the expected patronage and interaction between tourists and the local community.

2.3 Conceptual framework

An online business dictionary considers conceptual framework as “a theoretical structure of assumptions, principles, and rules that holds together the ideas comprising a broad concept” (Businessdictionary.com, 2015). Vaughan (2008 slide 3) defines conceptual framework as a written or visual presentation that provides graphical or narrative explanation of “the main things to be studied – the key factors, concepts or variables and the presumed relationship among them”. From these definitions there is an agreement that the conceptual framework provides the basis for bringing together various issues to be studied in a research work in such a way that the relationship between them are defined. The issues could be in form of ideas, concepts or variables. However, Yosef (2009), in redefining conceptual framework points out that it is a network of concepts interlinked to give a broad and deep understanding of a phenomenon or phenomena. The concepts that make up a conceptual framework usually support one another and articulate their respective phenomena to establish a

philosophy that is specific to the framework. Thus, the concepts and not the variables should be the units of the conceptual framework. This means that the common variables will have to be aggregated into different concept groups or conceptualised to form the units of a conceptual framework. This aggregation refers to concept mapping which is a vital step in the process of building a conceptual framework for a study (Adekoya, 2014). It also means that variables must be conceptually conceived in relevance to the study so that each variable can stand as a concept. Furthermore, Yosef (2009) points out that a conceptual framework must possess “ontological, epistemological and methodological assumptions”. That is, the concepts must be based on the knowledge of the way things are, how things are and how they work; and what the conceptual framework being built can tell us about the real situation. Vaughan (2008) explains this more explicitly when he writes that conceptual framework must not be based only on existing literature but also on the experience, perception, expectation and even bias of the researcher. It is like a statement of the anticipated direction of a study in which all the variables are organised in the sequence or pattern of how they would interrelate. It is a construct of the likely interactions and relationship between possible categorised variables to explain a phenomenon.

Thus, the variables are conceptually defined with their relationship (as shown by the direction of the arrows in figure 2.1) based on a sequence that is suggested by both literature and experience.

2.3.1 Dependent variable

The level of respondents’ wellbeing is the dependent variable of this study. Wellbeing was conceptualised and investigated in two major dimensions: the objective and subjective wellbeing. Objective wellbeing was examined by considering the consumption and purchases, financial assets, physical assets, housing and access to utilities of the respondents. The domains of subjective wellbeing examined were the emotional wellbeing, satisfying life, vitality and health, resilience and self-esteem, positive functioning, social wellbeing and environment and security. The composite score for the objective and subjective wellbeing was computed and used to categorise wellbeing into ‘Better off’ and ‘Worse off’. It is directly affected by the respondents’ socio-economic characteristics and involvement in tourism activities while it is indirectly affected by all other independent variables.

2.3.2 Independent variables

The independent variables consist of the followings:

- (i) Socio-economic characteristics, which include age, sex, marital status, education, main and secondary occupation, household size, income and enterprise capacity, define the personality of the respondents. They are directly related to attitude, constraints, involvement and wellbeing.
- (ii) Attitude towards tourism activities measures the disposition of respondents to tourism activities and is directly affected by socio-economic characteristics while it has a two-way relationship with perceived benefits and involvement.
- (iii.) Level of Constraints to involvement in tourism activities measures the level of physical and non-physical limitation encountered by respondents, which prevents or reduce their involvement in tourism activities. It has direct relationship with attitude, perceived benefits and involvement.
- (iv.) Level of perceived benefits from involvement in tourism activities measures the benefits which respondents expect to derive from getting involved in tourism activities. While it is directly affected by constraints to involvement in tourism activities, there is a two-way interaction between perceived benefits and attitude towards tourism and tourism activities on the one hand and involvement in tourism activities on the other.
- (v.) Level of involvement in tourism activities: This measures the level of involvement of respondents in tourism activities. It is directly affected by all other independent variables while it directly affects wellbeing – the dependent variable.

2.3.3 Intervening variables

These are extraneous variables with indeterminable parameters but directly influence the way the dependent variable is affected by the independent variables. They include government policy, the physical and cultural environment. Though difficult to capture they are responsible for internal and some ‘unobservable psychological processes that account for behavior, effect and causes’ (Fadairo, 2013).

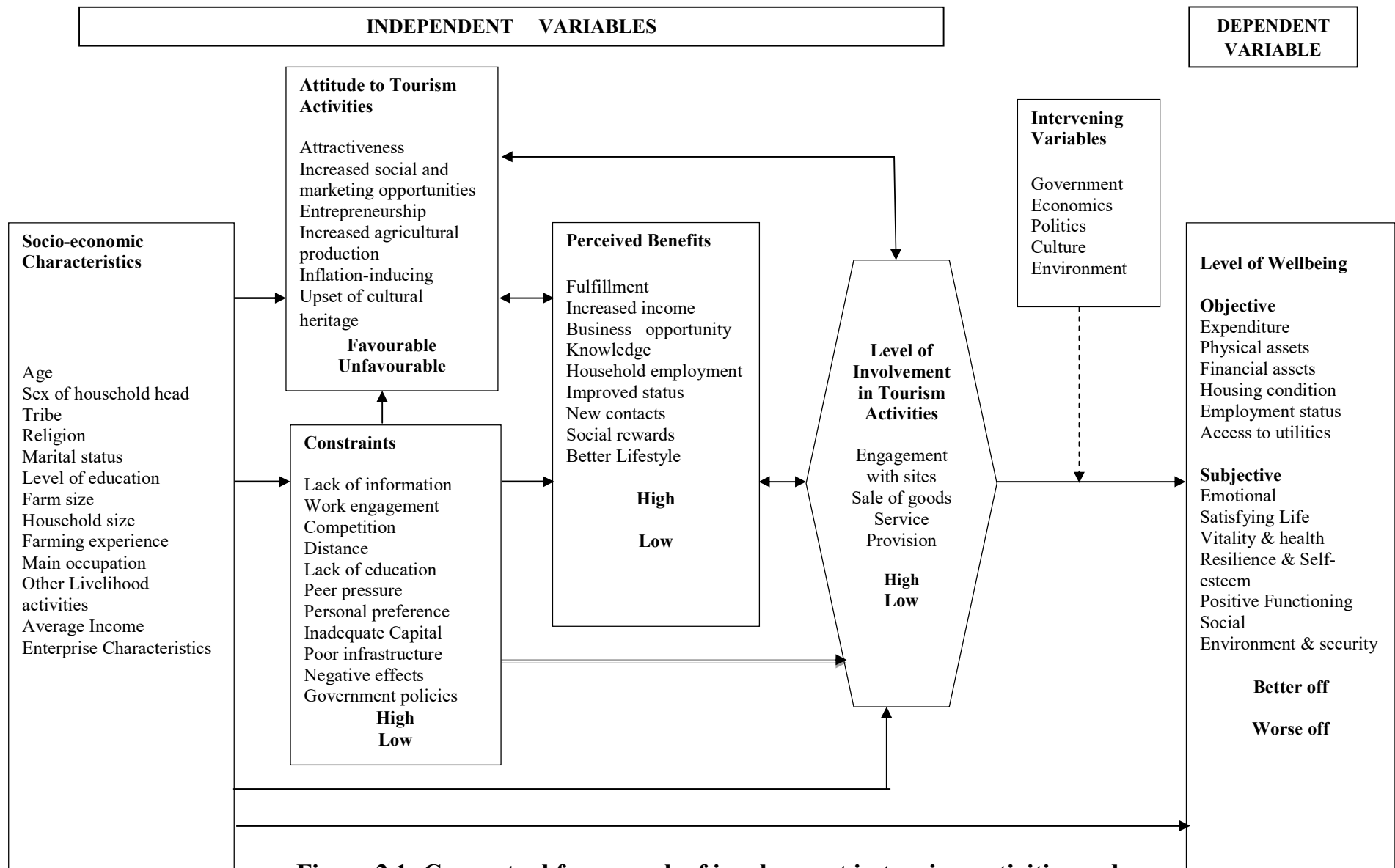


Figure 2.1: Conceptual framework of involvement in tourism activities and wellbeing of rural households in selected tourist sites in southwestern Nigeria

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Study area

The study was conducted in Southwestern Nigeria. The area which lies within latitudes 6° N and 9° N of the equator and longitudes 3° E and 6° E of the Greenwich meridian is one of the six agricultural zones of Nigeria. The area shares her western border with Republic of Benin, the eastern border with Edo and Delta states, the northern border with Kwara and Kogi and the Atlantic ocean in the southern border.

The Yorubas who live in its six constituent states of Ondo, Ekiti, Oyo, Osun, Ogun and Lagos (Jegede, 2005 and ZODML, 2019) predominantly domicile the area. The southwest has a population in excess of 27.95 million people (National Population Commission, 2006) most of whom live in the rural area where agriculture is the main preoccupation and source of livelihood for the people. Most of them cultivate arable crops on small, scattered farm holdings for subsistence and supplementary income generation, while a few produce commercial crops and livestock on medium to large scale farms. The area falls within the rain forest climatic and vegetational zone, which is characterised by high rainfall, humid heat and dense forest vegetation. There are also landmark rock formations spread across the states. These physical features complemented by vibrant cultural disposition and activities predispose the area to tourist interests. Thus, each state has some tourist destinations or sites, which are managed by the government through tourism board. Some of the tourist sites, which have remained relatively active, include the Olumirin Waterfalls, Erin-Ijesha in Osun state, Ikogosi warm spring resorts in Ekiti state, Idanre hills in Ondo state, Old Oyo National Park in Oyo state and the Olumo Rock in Ogun state (Nigerian Bulletin, 2016). The focus of this study was on Olumirin waterfalls, Ikogosi warm spring and Idanre hills.

3.1.1 Olumirin Waterfalls, Osun state

The Olumirin waterfalls resort is located in Erin-Ijesha, Oriade LGA of Osun State in Southwestern Nigeria. Erin-Ijesha is off the Ilesha-Akure road. The water flows originate from the Ijesha hills cascading down, forcefully splashing over seven heights of rocks in a hilly environment, which is enmeshed in some evergreen tropical vegetation. It offers an awesome sight to behold with a relaxing atmosphere for visitors. It is currently active with visitors recorded on daily basis. Activities are at peak on special holidays or festivities such as independence anniversary, Christian and Islamic celebrations. At such time visitors from all over the world do come in thousands.

Currently, it is still largely underdeveloped in terms of infrastructure but a private management agency (Destination Management Services) had been engaged to develop and operate the site. Efforts were being made to upgrade the infrastructural status of the site.

The host community is the Erin-Ijesha community, which is immediately adjoined by the Erin Oke community (considered as the next proximate community in this study). Other surrounding communities are Aba oke, Erinmo and Erinmojo. These communities are mainly engaged in agriculture and trading. Pockets of subsistence farming activities are noted around the site.

Historically, Yeye Aiye Akinla, the wife of a great hunter named Akinla who migrated from Ile Ife, discovered the site. For many years, the people made the site a place of traditional worship with many myths weaved around it but it has become a tourist destination, which is patronized by tourists from all over the world. Patronage is at the highest during the several public holidays in Nigeria when people, particularly, the urban dwellers seek for relaxation in the serene atmosphere of the rural areas.

3.1.2 Ikogosi Warm Spring Resort, Ekiti state

The Ikogosi Warm Spring is one of the many tourist sites in Ekiti state. It is located in Ekiti West Local Government Area (LGA) of Ekiti state Southwestern Nigeria. It is a fairly developed tourist site. It features the warm spring rolling down over a hilly landscape at about 70 degrees, which then merges, at a confluence, with another cold spring from an adjoining hill to form one continuous stream. The temperature of the warm spring is 45 degrees centigrade but drops to 37 degrees at the confluence where it

joins the cold spring. The spring is surrounded by evergreen tall trees, which provide canopy for visitors to relax.

The site was being managed by the government-owned Ikogosi Warm Spring Resort Limited. Facilities such as accommodation, conference centre, entertainment centre and swimming pool are available. Apart from engaging 82 people in the management structure, it also provided opportunity for people to offer services such as food provision, transport services and so on.

Patronage by tourists and corporate organisations for leisure/vacation and retreat respectively was high and regular but nose-dived due to neglect. Signs of the neglect were evident in the deterioration of the structures such as the conference halls.

The host community is Ikogosi with Erinjiyan as the proximate community. The distance between the two communities is less than a kilometer. Other communities in the vicinity include Ipole Iloro, which is about 3- 4 kilometers away and also hosts another tourism site – the Ipole Iloro waterfalls. The communities consist mainly of farmers, petty traders and few civil servants such as teachers.

Historically the warm spring site was discovered by Olosun, a descendant of Oduduwa who migrated from Ile Ife. The occurrence of the warm and cold springs is usually associated with a traditional myth by the community members whenever they have to explain the mystery of the warm springs.

3.1.3 Idanre hills, Ondo state

The Idanre hills site is located in Idanre Local Government Area of Ondo state, Southwestern Nigeria. The beautiful site presents an awesome natural and cultural landscape. It is listed in UNESCO World Heritage Sites and stands out well among all others so listed. It is a historical phenomenon as the people of Idanre are claimed to have lived on the hills for almost a millennium before descending to settle at the base of the hills. Today, the remains of their settlement on the hills form part of the tourist attractions to the site.

The Ondo state government had attempted, in the past, to provide infrastructures and facilities to enhance the site as a tourist destination. The site was given a face-lift with guest houses and halls built to accommodate tourists and the tempo of activities became

very high due to regular visits by tourists from all over the world. However, as at the time of this study, the tempo had dropped drastically, and the houses and halls had deteriorated badly. The people attributed this to poor management and neglect of the place by the government. There are two festival periods associated with the hills in the months of May and December yearly. Visits and activities are usually at the peak during the festival periods.

As a tourist destination, it has great potential and offers great opportunity for direct employment and entrepreneurial activities and development for the people in the host community and the environs. The host community is the Idanre Odode with two adjoining (proximate) communities of Idanre Alade and Idanre Otosin. Idanre Alade, which is about 5 kilometres away from the Idanre Hills resort was chosen as the proximate community in this study. The people are primarily farmers and traders. They cultivate and trade in cocoa as the main cash crop. They also cultivate arable crops such as yam, cassava, cocoyam and maize. The community has evolved over the years from typical rurality to a higher point on the rural-urban continuum. The presence of local government offices in the community further provides opportunity for civil service engagements.

3.2 Study population

The population for this study consists of rural household heads irrespective of their occupation in the host communities and proximate communities around the selected tourist sites in southwestern Nigeria.

3.3 Sampling procedure and sample size

The study adopted a multi-stage and random sampling technique.

Stage 1: Three states; Osun, Ekiti and Ondo states were purposively selected from the six states that constitute the southwestern Nigeria because they have relatively more active rural tourist destinations (see Appendix 1).

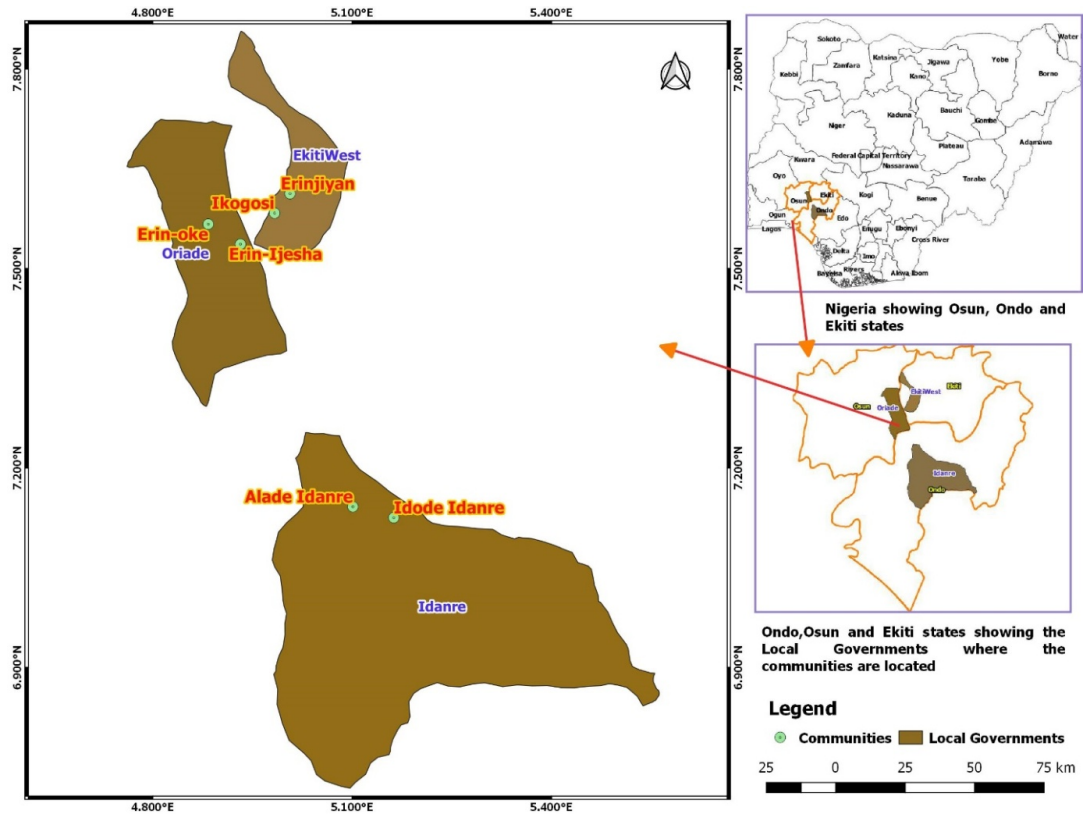


Figure 3.1: Maps of the study area in Southwestern Nigeria.

Source: Online, field and cartographic survey, 2018

Stage 2: The following tourist destinations were purposively and respectively selected from the selected states because they are rural based and relatively active: Olumirin Waterfalls Erin-Ijesha, Ikogosi Warm Spring and Idanre Hills.

According to Nigerian Bulletin (2016), the Olumirin waterfalls in Osun state, the Ikogosi warm springs in Ekiti state, and the Idanre hills in Ondo state are relatively active. A reconnaissance visit to the sites confirmed their relative activeness in terms of patronage, presence of government interest, management and available infrastructures.

Stage 3: The host community and the proximate (nearest) community in each destination were selected. The selected communities are as shown in Table 3.1.

Stage 4: Two percent of rural households represented by household heads were selected as respondents from the selected communities through a systematic random sampling. An estimate of the number of households in each of the selected communities was determined for this study from Nigerian Population Census records with the relevant local government areas and literature (Okosun *et al*, 2016). This was corroborated by the average of different figures obtained from the IDIs with the royal fathers and tourist site management during reconnaissance survey.

The study covered six communities – two from each of the tourist sites (the host and the proximate communities) as indicated in Tables 3.1 and 3.2. A total of 300 respondents were used for the study. The sample size of 300 respondents was adjudged to be adequate to represent the entire population of all communities. The unit of observation was the household. The head of each household was chosen as respondent and where the head was absent; the most elderly person within the household was chosen as the respondent.

3.3.1 Criteria for purposive selection of tourist sites

- i. Rural Location: Only rural based tourist sites were considered. Available records show that Ekiti state has 11 rural based sites out of the 13 tourist sites listed for the state. In Osun state only 5 sites are designated rural out of the 27 listed sites while Ondo state has 5 rural based tourist sites out of 9 tourist sites.
- ii. Site Activities: The tempo of activities and patronage by tourists to the sites as reported in literature (Nigerian Bulletin, 2016) and corroborated by the tourist sites management during reconnaissance visits to the sites.

- iii. Proximity: During reconnaissance visit, it was discovered that the tempo of activities at the sites was not being felt beyond their immediate communities usually within 1 to 5 kilometres.

3.4 Research design

This study adopted a quasi-experimental design in which quantitative information were obtained directly from the field. However, some qualitative and participatory tools (Focus Group Discussions, In-depth Interviews and Direct Observation) were engaged in garnering more information to corroborate the quantitative data and also to define the communities that were involved in the study. Two reconnaissance visits were made to each site to sensitize the leaders for easy community entrance to engage the respondents.

3.5 Sources of data collection

Data were collected from head of households in the host communities and the nearest proximate communities to the selected tourist sites. Also, some stakeholders such as the officials of the management of the tourist sites, selected indigenes and leaders of the community were part of the primary sources of data for the study. Secondary data were obtained from literature, publications and online sources.

3.6 Data collection instrument

Interview schedule with open and close-ended questions was administered to collect quantitative data from the respondents.

For qualitative information, the following qualitative and participatory tools were used.

- i. **Focus Group Discussion (FGD):** Nine FGDs consisting of three FGD groups of 10 men, 10 women and 10 youth for each site was proposed but only seven FGDs were conducted due to time constraints (see Table 3.3). This tool allowed ideas to be shared in a group context by the participants who were drawn from the different strata of the community and engaged in discussions using prepared questions to guide the discussions appropriately towards extracting information relevant to the objectives of the study.

Table 3.1. Selected host and proximate communities

Tourism Site	Selected communities		
	Host	Proximate	Distance between them
Olumirin Waterfalls, Erin-Ijesha, Osun state	Erin-Ijesha	Erin Oke	≤ 2 kilometres
Ikogosi Warm Spring Resort, Ekiti State	Ikogosi	Erinjiyan	≤ 2 kilometres
Idanre Hills, Ondo state	Idanre, Odode	Idanre, Alade	≤ 5 kilometres

Source: Field survey, 2018

Table 3.2. Multistage sampling schedule

Southwest States	Selected States	Total No. of listed tourist sites	No of Rural based tourist sites	Selected Tourist site	Communities around the Tourist site	Selected Communities	Estimated No. of Households	2% randomly Selected
					Erin-Ijesha			
					Erin Oke	Erin-Ijesha	1600	32
					Erin Odo			
Lagos	Osun	27	5	Olumirin Waterfalls	Erinmo			
Ogun					Erinmojo	Erin Oke	1500	30
					Aba Oke			
Oyo						Ikogosi	1600	32
Osun	Ekiti	13	11	Ikogosi Warm Spring	Ikogosi			
Ondo					Erinjiyan	Erinjiyan	2600	52
					Ipole Iloro			
Ekiti	Ondo	9	5	Idanre Hills	Idanre Odode	Idanre Odode	4000	80
					Idanre Alade	Idanre Alade		
					Idanre Otosin		3700	74
TOTAL							15,000	300

Source: Field survey, 2018

- ii. **In-depth Interview (IDI):** Fourteen IDIs were conducted. This tool was used to extract information from some key informants about the status of the tourism services in the local community and the disposition of the community towards tourism as well as their expectations. The interviewees included royal fathers, staff of tourism management agencies and group leaders in the communities (see Table 3.3). This tool was effective in drawing support for the study.
- iii. **Direct Observation (DO):** This was done to note visible evidence of material wellbeing and attitudinal disposition of respondents to further corroborate or contradict responses to subjective wellbeing questions. It was a form of visual community mapping.

3.7 Validation of instrument

Validation was required and effected to ascertain that the instrument items actually addressed the objectives of the study. The research supervisor and lecturers in the Department of Agricultural Extension and Rural Development data validated the data collection instrument through content and face validation. This resulted in adjustment of the original draft to ensure appropriateness and adequacy of the instrument for measurement of the variables in the study.

3.8 Reliability of instrument

There was pre-testing of the instrument for data collection at Awe in Oyo state, which hosts the Sogidi Lake tourist site. Split half method, which addresses internal consistency of the instrument was employed to test for the instrument's reliability. Thirty copies of the instrument were administered to 30 respondents (household heads) in the chosen community. The instrument was split into two halves with each half assigned even and odd numbers respectively. Then Pearson Product Moment Correlation (PPMC) test was applied to the two sets of observation to obtain the reliability coefficient for each variable. Reliability coefficients ranging from 0.675 to 0.833 across the variables were obtained to certify the instrument consistent and reliable for the study.

Table 3.3. Number of FGDs and IDIs conducted

Community	No. of FGDs			Total	No. of IDIs					Total
	Men Group 10 Participants	Women Group 10 Participants	Youths Group 10 Participants		Royal Father	Men Leader/ High Chief	Women Leader	Youth Leader	Tourist Site Manager	
Ikogosi	1	1	-	2	1	-	-	1	1	3
Erinjiyan	-	-	-	-	1	-	1	-	-	2
Erin-Ijesha	1	1	1	3		1	-	-	1	2
Erin-Oke	-	-	-	-	1	-	-	1	-	2
Idanre Odode	1	1	-	2		1	1	-	1	3
Idanre Alade	-	-	-	-	1	1	-	-	-	2
Total				7						14

Source: Field survey, 2018

Table 3.4. The application of qualitative and participatory tools in relation to the objectives of the study

Targeted Objective	RV	FGD	IDI	DO
Community Entrance to sensitize local leaders for support for the study and mobilize respondents for engagement	X			
Physical, economic, socio-cultural and historical profiling of the community.		X	X	X
Ascertaining the socio-economic characteristics of the households		X	X	X
Determine the perception of households on tourism activities including benefits and constraints		X		X
Involvement of households in tourism activities		X	X	
Well-being status of households		X	X	X
Other indeterminable and extraneous intervening factors		X	X	

RV = Reconnaissance Visits, FGD = Focal Group Discussion, IDI = In-depth

Interviews, DO = Direct Observation

Source: Field survey, 2018

3.9 Measurement of variables

The independent variables and the dependent variables were operationalized and measured as follows:

3.9.1 Measurement of independent variables:

- a. **Socio-economic characteristics** of the households which include age, sex, education, marital status, income (monthly), religion, primary/main occupation, farm size, household size, farming experience were measured as follows:
 - i. **Age:** Age was measured at interval level from the actual age in years stated by respondents.
 - ii. **Sex:** Sex was indicated as either Male or Female and scored accordingly: Male = 1; Female = 2.
 - iii. **Religion:** Four religious group options of Christianity, Islam, Traditional and others were used to capture the religious affiliations of respondents and scored as follows: Christianity (1); Islam (2); Traditional (3); Others (4).
 - iv. **Marital status:** Marital status of each respondent was indicated as one of the followings: Single, Married, Divorced or Widowed. Scores were assigned as follows: Single = 1; Married = 2; Divorced = 3; Widowed = 4.
 - v. **Level of education:** Education levels were calculated at intervals from the years (in number) spent in receiving formal education as indicated by the respondents. The options were 0years (lack of formal education), 1-6years (Primary education), 7-12years (Secondary education), above 12years (Tertiary/University education). Responses were scored as follows: (No formal education (0), Primary (1); Secondary (2); Tertiary (3).
 - vi. **Types of crops grown:** From a list of crops, respondents were required to indicate the crops they grow.
 - vii. **Household family size** was indicated in numbers and measured at interval level.
 - viii. **Farming/enterprise experience** of household heads was obtained in years and measured at interval level.
 - ix. **Special skills:** Respondents indicated skills possessed by them or family members by choosing from a list of skills.

- x. **Main income generating** occupation or activity: The respondents indicated their main income generating activities from a list of occupations.
 - xi. **Other livelihood activities:** Respondents also indicated other income-generating activities they engaged in with the accruing income/output stated.
 - xii. **Income:** Respondents stated their income in Naira per period (with the options of Daily, Weekly, Monthly and Yearly).
 - xiii. **Membership of commodity group(s)/cooperative(s):** Respondents gave a yes or no response to determine their membership of any commodity group or cooperative. Yes = 1, No = 0
 - xiv. **Enterprise characteristics:** Respondents indicated the crops they cultivated, other agricultural related activities and livelihood engaged in as well as the size of the enterprise from a list of arable crops, tree crops, horticultural crops, vegetables/spices, livestock, processing and agro services.
- b. **Attitude to tourism activities** was measured using a 5-point scale adapted from Etuk (2016) to evaluate the responses of respondents to 30 attitude statements from which a minimum score of 92 and maximum of 142 were obtained across all sites. Using the mean value of 112.74 ± 12.21 for all sites indices were generated to categorise respondents' attitude as follows: (unfavourable; 92.00 – 112.73, favourable: 112.74 – 142.00).
 - c. **Constraints** to involvement in tourism activities was measured using a 3 point scale of “severe constraint”, “mild constraint” and “not a constraint” to evaluate respondents' responses to 18 constraints items from which a maximum score of 31 and minimum score of 0 were obtained . The mean values of the constraints were used to identify major constraints.
 - d. **Perceived benefits** of involvement in tourism activities was measured using a 3 points scale of ‘To a great effect’ (= 2), ‘To a small effect’ (= 1) and ‘To no effect’ (= 0) to evaluate the responses of respondents to 16 perceived benefits statements from which a maximum score of 32 and minimum score of 0 were obtained. The mean values of the benefits were used to delineate major benefits from others.
 - e. **Level of involvement** in tourism activities was measured as follows:
 - (i) A 3-point scale of Always involved = 2, Rarely involved = 1 and Not involved = 0 was used to evaluate involvement of respondents in tourism

activities with their responses to 23 involvement statements from which the maximum score of 46 and the minimum score of 0 were obtained. The mean value of 8.22 ± 11.08 was obtained overall for all sites and was used to generate indices and categorized as follows: (Not involved: 0.00, low: 0.01 – 8.21, high: 8.22 – 46.00).

(ii) Involvement was further measured using the following questions to help obtain information on other descriptive characteristics of involvement such as the pattern of involvement:

- How many of the household members were involved in tourism related activities? Responses were given in direct figure.
- How many days in a week are you involved in tourism-related activities? This question was left open and respondents were allowed to give actual number of days.
- How many hours per day do you spend working in tourism-related activities? Respondents were asked to give the actual number of hours working accordingly.
- How long have you been involved in tourism activities? Respondents were also required to give answer in actual number of years.

3.9.2 Measurement of dependent variable

The dependent variable is the level of wellbeing of the respondents. Adopting the OECD (2017) recommendation that wellbeing should be measured with consideration of the objective and subjective domains, the dependent variable was operationalised and measured in the two dimensions as follows:

- i. Objective wellbeing was measured in terms of household material living and economic quality of life status. The objective scale incorporates the welfare status scale (NBS, 2012a) which considers consumption expenditure on the basic needs of the households, which include food, medications, accommodation, school fees, clothing, electricity, water and so on as a good measure of the material wellbeing. It also considered quantitative access to physical, financial and human assets as well as access to utilities, housing condition and the employment status of

household members. The scale has 59 items with a maximum score of 164 and a minimum of 29.

- ii. Subjective wellbeing measurement scale was derived from OECD recommendations (OECD, 2011 and 2015) which place emphasis on respondents' self-evaluation. Hence, the measurement approach for subjective wellbeing was patterned after NEF (2011) which extracts from Ryff's six-factor model of psychological well-being (Dierendonck *et al*, 2007) and integrates the evaluative, affect and eudemonic approaches. Seven domains of subjective well-being were considered. These are (i). Emotional wellbeing (ii).Satisfying life domain (iii). Vitality and health (iv). Resilience and self-esteem (v). Positive functioning (vi). Social wellbeing and (vii). Environment and security. This informs the choice of statements used in the scale. Though the cantril ladder of life or the self-anchoring striving scale using a 0 – 10 points response ranking scale is adjudged as the best subjective wellbeing measurement scale by Kahneman and Krueger (2006) cited by OECD (2011), it was modified to a 3 point scale in this study. This was done to adapt to the rurality of the study area for ease of administration, interpretation and understanding of the scale by the rural households in particular. The response options were “Always true”, “Sometime true” and “Never true” with corresponding scores of 2, 1 and 0 respectively.

The objective and subjective wellbeing scores were standardised and harmonised to obtain composite indices for the overall household wellbeing of respondents from which a maximum score of 21.92 and minimum of 1.25 were obtained. And using the mean value (5.40 ± 2.78) obtained for all sites indices were generated and categorised as follows: (worse off: 1.25 – 5.30, better off: 5.40 – 21.92).

Standardisation is the statistical tool for converting the scores of different variables (measured on different scales) to the same scale or comparable scale (Frost, 2019).

The harmonisation of the objective and subjective wellbeing scores through standardisation can be mathematically expressed as follows:

$$HWb = zOWb + zSWb$$

$$OWb = (zHE + zPA + zFA + zHES + zHC + zAU)$$

$$SWb = (EW + SL + VH + RS + PF + SW + ES)$$

z = Standardised score index

HWb = Household Wellbeing
OWb = Objective Wellbeing
SWb = Subjective Wellbeing
HE = Household Expenditure
PA = Physical Assets
FA = Financial Assets
HES = Household Employment status
HC = House Condition
AU = Access to Utilities
EW = Emotional Wellbeing
SL = Satisfying Life domain
VH = Vitality and Health
RS = Resilience and Self-esteem
PF = Positive Functioning
SW = Social Wellbeing
ES = Environment and Security

3.9.3 Focus Group Discussions and In-depth Interviews

Seven Focus Group Discussions (FGDs) and fourteen In-Depth Interviews (IDIs) were conducted to obtain descriptive information on the history and cultural heritage of the communities; respondents' socio-economic profile; perception of tourism activities; the constraints to involvement in tourism activities; perceived benefits from involvement in tourism activities; their involvement; wellbeing and expectations. The results obtained are incorporated into the discussion of findings.

3.10 Data analysis

Descriptive and inferential statistics, test of relationship and difference were used to analyse collected data through the SPSS tool. The descriptive statistics include means, frequency and percentage distribution while the inferential statistics include Chi square and PPMC; t-test, ANOVA and multiple regression. The multiple regression analysis was run to determine the magnitude and direction of the effect of involvement in tourism activities in relation to other variables on the wellbeing of the rural households in the study area and so tested hypothesis 10.

The multiple regression model is expressed as follows:

$$Y = a + b_1 X_1 + \dots + b_n X_n + e$$

Where Y = the wellbeing score

a = Constant term

b_1, b_2, \dots, b_n = Regression Coefficient

e = errors

X_1, X_2, \dots, X_n = Regression parameters which include

X_1 = Age (Years)

X_2 = Sex (dummy)

X_3 = religion

X_4 = Marital Status (dummy)

X_5 = Household size (No. of people)

X_6 = Level of formal education (No formal {0 years} = 0, Primary level {1-6 years} = 1, Secondary level {7-12 years} = 2, Tertiary level (above 12 years} = 3)

X_7 = proximity (dummy)

X_8 = other forms of education

X_9 = Membership of social group (yes = 1, no = 0)

X_{10} = primary occupation

X_{11} = secondary occupation

X_{12} = Average Income (high = 1, low = 0)

X_{13} = income from main occupation.

X_{14} = income from other Livelihood activities (high = 1, low = 0)

X_{15} = income from tourism activities

X_{16} = attitude towards tourism activities (favourable = 1, unfavourable = 0)

X_{17} = Perceived Benefits (high = 1, low = 0)

X_{18} = Constraints (high = 1, low = 0)

X_{19} = Level of involvement in tourism activities (high=1, low = 0)

3.11 Test of Hypotheses

Appropriate statistical tools in the SPSS package were used for the testing of the hypotheses according to the level of measurement of the variables (Table 3.5).

Table 3.5. Test of hypotheses

S/N	HYPOTHESIS	STATISTICAL TOOL
H ₀₁	There is no significant relationship between selected socio-economic characteristics and respondents' level of wellbeing across selected tourist sites in the study area.	PPMC and Chi-square
H ₀₂	There is no significant relationship between respondents' attitude towards tourism and their level of wellbeing across selected tourist sites in the study area .	PPMC
H ₀₃	There is no significant relationship between constraints and respondents' level of wellbeing across selected tourist sites in the study area.	PPMC
H ₀₄	There is no significant relationship between perceived benefits and respondents' level of wellbeing across selected tourist sites in the study area.	PPMC
H ₀₅	There is no significant relationship between the level of respondents' involvement in tourism activities and their level of wellbeing across selected tourist sites in the study area.	PPMC
H ₀₆	There is no significant difference between respondents' level of involvement in the tourism activities across selected tourist sites in the study area.	ANOVA
H ₀₇	There is no significant difference between the levels of involvement in tourism activities in the host communities and in the proximate communities across selected tourist sites in the study area.	t-Test
H ₀₈	There is no significant difference between respondents' level of wellbeing across selected tourist sites in the study area.	ANOVA
H ₀₉	There is no significant difference between the wellbeing of involved and that of not-involved respondents across selected tourist sites in the study area.	t-Test
H ₀₁₀	There is no significant contributor to the wellbeing of respondents across selected tourist sites in the study area.	Multiple Regression

CHAPTER FOUR

RESULTS AND DISCUSSION OF FINDINGS

4.0 Introduction

The results of data analysis for this study are presented and discussed in this chapter. The results represent data from the three sites selected as sample of rural households within the vicinity of tourism sites in southwestern Nigeria.

4.1 Selected socio-economic characteristics of the respondents

:

4.1.1 Ethnicity

Table 4.1 indicates that most (over 90.0%) of respondents consisted of Yoruba people across the three tourist sites. This is expected as the study area is traditionally domiciled by the Yorubas. The result aligns with Jegede (2005) and ZODML (2019) who assert that the entire southwestern Nigeria and its hinterland are mainly domiciled by the Yoruba people. This suggests that the people would have easier access to farming resources such as land and enjoy inter-ethnic crisis-free peace in their communities.

4.1.2 Age

Table 4.1 shows that the overall average age of respondents across the three tourist sites is 52.6 ± 13.5 years. The average age was highest at 53.2 ± 11.72 for Idanre site and lowest at 51.3 ± 16.14 for Ikogosi site. The table also reveals that whereas 70.4% of all respondents fell within the age bracket of 31 to 60 years it is 69.3%, 69.0% and 71.5% for Olumirin, Ikogosi and Idanre sites respectively. The age distribution pattern in this study compares favourably with findings in an earlier study by Ewebiyi (2014) who recorded 52.3 years as the average age of rural household heads in southwestern Nigeria, with 60.6% of his respondents falling within 29 to 55 years age bracket. This shows that majority of household heads were active and could improve their income and wellbeing by taking advantage of opportunities to participate in livelihood and tourism related activities.

4.1.3 Sex

The distribution of respondents by sex presented in Table 4.1 reveals that 63.7% of the rural household heads across the three tourist sites consisted of males. For each of the sites the percentage of male was 61.3%, 56.0% and 68.8% for Olumirin, Ikogosi and Idanre respectively. It is expected that men should be the household heads in rural communities. Studies by Odebode and Adetunji (2010) and Ewebiyi (2014) reported higher percentage (96.3%) of male among their respondents. Given this, the proportion (over 30.0%) constituted by female household heads across the tourist sites in this study is relatively high. Cases where women become household heads are not normal but may be due to widowhood or divorce/separation. During the IDIs in Erinjiyan under Ikogosi site, which had the highest proportion (44.0%) of female household heads, a woman leader confirmed that *“many of the women have lost their husbands to witchcraft and sickness and as such they have become the household heads”*. However, in spite of the unusually high percentage of female household heads, male household heads still constitute a clear majority. The finding in this study is in consonance with Ekong (2010) who opined that male household heads are in the majority in rural Nigeria. They are expected to be more energetic and forth coming in taking advantage of livelihood opportunities such as that offered by tourism within their communities to enhance their wellbeing.

4.1.4 Marital status

Table 4.1 shows that 77.0% of all respondents across the three tourist sites were married while the remaining 23.0% was made up of widows (14.0%), single (7.0%) and divorced/separated spouses (6.0%). Olumirin site had the highest proportion (87.1%) of married household heads, followed by Idanre (81.8%). Ikogosi site had the highest percentage (19.0%) of widows. The pattern of marital status distribution aligns with the findings of Ewebiyi (2014) who also indicated the married to be in the majority (87.9%) in rural southwestern Nigeria. The cause of the slightly higher percentage of widows in this study has been explained in section 4.1.3. According to Ekong (2010), marriage is highly valued in the rural areas not only for procreation but also for the fact that the wife forms part of unpaid farm labour or part of family income earners. Marriage suggests maturity and responsibility. Thus, the high percentage of married among the respondents is indicative of ability to live responsibly and engage in wellbeing enhancing activities such as tourism activities. Also, the expectation is that responsible people can make rational choice and take good decisions that will predispose them to improved wellbeing status

Table 4.1. Analysis of socio-economic characteristics of respondents

Variables	Categories	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All Respondents (n=300)	
		f	%	f	%	f	%	f	%
Tribe (Ethnicity)	Yoruba	59	95.2	81	96.4	143	92.9	283	94.3
	Igede	3	4.8	1	1.2	3	1.9	7	2.3
	Igbo			1	1.2	3	1.9	4	1.3
	Urohobo			1	1.2	1	0.6	2	.7
	Igala					2	1.3	2	.7
	Edo					2	1.3	2	.7
Age	Less than 30 years	3	4.8	5	6.0	3	1.9	11	3.7
	31-45 years	18	29.0	31	36.9	34	22.1	83	27.7
	46-60 years	25	40.3	27	32.1	76	49.4	128	42.6
	61-75 years	14	22.6	10	11.9	38	24.7	62	20.7
	76-90 years	2	3.2	11	13.1	3	1.9	16	5.3
	Mean ± SD	52.8±13.62		51.3±16.14		53.2±11.72		52.6 ± 13.46	
Sex	Male	38	61.3	47	56.0	106	68.8	191	63.7
	Female	24	38.7	37	44.0	48	31.2	109	36.3
Marital Status	Single	3	4.8	16	19.0	2	1.3	21	7.0
	Married	54	87.1	51	60.7	126	81.8	231	77.0
	Divorced/separated	1	1.6	1	1.2	4	2.6	6	2.0
	Widowed	4	6.5	16	19.0	22	14.3	42	14.0
Religion	Christianity	44	71.0	74	88.1	132	85.7	250	83.3
	Islam	18	29.0	10	11.9	16	10.4	44	14.7
	Traditional					6	3.9	6	2.0
Level of Formal Education	No formal education	10	16.1	27	32.1	16	10.4	53	17.7
	Primary Education	23	37.1	20	23.8	31	20.1	74	24.7
	Secondary Education	16	25.8	18	21.4	63	40.9	97	32.3
	Tertiary Education	13	21.0	19	22.6	44	28.6	76	25
Other Forms of Education	None	28	45.2	41	48.8	144	93.5	213	71.0
	Adult	6	9.7	8	9.5	2	1.3	16	5.3
	Literacy	6	9.7	9	10.7	2	1.3	17	5.7
	Vocational	21	33.9	24	28.6	4	2.6	49	16.3
	Quranic/Arabic	1	1.6	2	2.4	2	1.3	5	1.7
Household Size	1 – 3	13	21.0	21	25.0	20	13.0	54	18.0
	4 – 6	22	35.5	42	50.0	87	56.5	151	50.3
	7 – 9	13	21.0	15	17.9	37	24.0	65	21.7
	10 and above	14	22.6	6	7.1	10	6.5	30	10.0
	Mean ± SD	6.4±3.66		5.07±3.01		5.70±2.58		5.7 ± 2.98	

Source: Field survey, 2018

Table 4.1. Analysis of socio-economic characteristics of respondents (cont'd)

Variables	Categories	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All Respondents (n=300)	
		f	%	f	%	f	%	F	%
Primary Occupation	Farming	37	59.7	35	41.7	60	39.0	132	44.0
	Trading	13	21.0	23	27.4	57	37.0	93	31.0
	Artisan	7	11.3	10	11.9	19	12.3	36	12.0
	Civil Service	3	4.8	12	14.3	15	9.7	30	10.0
	Others	2	3.2	4	4.8	3	1.2	9	3.0
Secondary Occupation	None	16	25.8	23	27.4	19	12.3	58	19.3
	Farming	24	38.7	35	41.7	88	57.1	147	49.0
	Trading	14	22.6	21	25.0	30	19.5	65	21.7
	Artisan	5	8.1	4	4.8	14	9.1	23	7.7
	Others	3	4.8	1	1.2	3	1.9	7	2.3
Average Monthly Income	Less than 50,000	33	53.2	60	71.4	103	66.9	204	68.0
	50,000 – 100,000	13	21.0	9	10.7	31	20.1	74	24.7
	100,001 – 150,000	3	4.8	1	1.2	3	1.9	12	4.0
	150,001 - 200,000	13	21.0	1	1.2	4	2.6	4	1.3
	Above 200,000	33	53.2	13	15.5	13	8.4	6	2.0
	Mean ± SD	54,538.70 ± 87,916.59	47,214.45 ± 67,573.96	87,214.50 ± 110,889.09	54,078.29 ± 94,356.12				
	Main occupation income	35,651.61 ± 34,734.45	34,624.00 ± 33,255.54	69,238.07 ± 22,845.92	47,328.31 ± 12,529.16				
Tourism activities income	5,119.35 ± 1,108.86	5,889.60 ± 2,124.63	16,809.52 ± 4,678.65	8,788.00 ± 2,981.51					
Other livelihood activities income	13,967.74 ± 4,209.28	6,700.85 ± 1,307.79	10,083.33 ± 3,564.52	9,149.77 ± 2,845.78					
Membership of social club	No	11	17.7	13	15.5	11	7.1	35	11.5
	Yes	51	82.3	71	84.5	143	92.9	265	88.3
Years Of farming/enterprise Experience	≤ 15	41	66.1	57	67.9	85	55.2	183	61.0
	16-30	12	19.4	15	17.9	50	32.5	77	25.7
	Above 30	9	14.5	12	14.2	19	12.3	40	13.3
	Mean ± SD	14.48±19.16	14.64±18.47	55.00±17.13	15.9 ± 16.77				
Average Farm Size (acres)	Cassava	0.73 ± 0.45	0.64 ± 0.48	0.84 ± 0.37	1.36 ± 1.48				
	Yam	0.48 ± 0.50	0.56 ± 0.49	0.77 ± 0.42	0.87 ± 1.15				
	Cocoa	0.53 ± 0.50	0.36 ± 0.48	0.61 ± 0.48	1.87 ± 3.32				

Source: Field survey, 2018

4.1.5 Religion

As indicated in Table 4.1, 83.3% of all the respondents across the three sites were Christians while Muslims constituted 14.7% and the remaining 2.0% were traditionalists. Christians were in the majority in all the tourist sites. The highest proportion (88.1%) of Christians was obtained in Ikogosi site while the lowest (71.0%) was recorded for Olumirin site. This distribution is similar to findings by Ewebiyi (2014) who indicated that majority (63.0%) of his respondents were Christians and 32.8% were Muslims. Some other studies have found distribution of religion among rural dwellers in other southwestern locations different from what is obtainable in this study. For example, Odebode and Adetunji (2010) reported that Muslims constituted over 80.0% of the rural respondents in Irewole Local Government Area of Osun State. This shows that there could be variation in the distribution of religious affiliation from location to location. The result reveals that everybody was a devotee of one religion or the other as reported by Ewebiyi (2014) in a study on livelihood diversification in southwestern Nigeria and confirms the claim by Ekong (2010) that religious affiliation in Nigeria revolves between the traditional, Christian and Islamic religious groups. According to Ekong (2010), religion, which defines the direction of people's belief plays significant role in shaping the choice and lifestyle of the rural people. Oyesola and Ademola (2011) also found that religious institutions do determine the livelihood activities participated in by the rural people. Thus, it can be critically relevant to the involvement of the respondents in tourism activities and to their wellbeing.

4.1.6 Formal education

The results in Table 4.1 show that the majority (82.3%) of all respondents across the three tourist sites had formal education. Out of this, 24.7% had primary education, 32.3% secondary education and 25.3% tertiary education. The table reveals that Ikogosi site had the highest proportion (32.1%) of respondents without formal education while Idanre site had the highest proportion (89.6%) of respondents with formal education. This result contradicts Ewebiyi (2014) who reported that majority (62.2%) of respondents in his study on rural southwestern Nigeria had no formal education. The results, however, align comparatively with Etuk (2016) who reported a similar result from her study on the wellbeing of rural communities in the Niger Delta area of Nigeria and also corroborate the claim by Ekong (2010) that majority of rural workers in Nigeria had at least secondary education. In addition, Table 4.1 reveals that

54.8% and 51.2% of the respondents in Olumirin and Ikogosi sites, respectively, had some forms of informal education such as vocational, literacy and adult education. The level of literacy in the communities was generally high. This may be the effect of long-time exposure of the communities to external influence through tourism activities in the locality. This suggests that a high degree of enlightenment, awareness, good judgment, perception and rational decision-making could be found among the people. Oladeji and Oyesola (2000) had asserted that education is important and necessary for coding and interpretation of information by the rural dwellers. Thus, education is an important determinant of what people do and how they do what they do such as getting involved in tourism activities with the consequent effects on their wellbeing (McAllister, 2005 and NEF, 2016).

4.1.7 Household size

Table 4.1 shows that the overall average household size across the three tourist sites was 5.7 ± 2.98 persons. The average household sizes for the respective sites were Olumirin (6.40 ± 3.66), Ikogosi (5.07 ± 3.01) and Idanre (5.70 ± 2.58). These figures are slightly below the national average of 5.9 persons for rural household size (NBS, 2016). About half (50.3%) of all respondents across the three sites claimed to have household size of 4 to 6 persons while 21.7% had 7 to 9 persons in their households. Only 18.0% had 1 to 3 persons as household members. This trend, which is similar to the results for each tourist site as indicated in Table 5.1, agrees with the findings of Ewebiyi (2014) and Etuk (2016). Household family size has implications for involvement in livelihood activities such as tourism activities and consequently for the wellbeing of the people. Large household size could afford the family more involvement in tourism activities in terms of having more members getting involved to earn additional income for the household. On the other hand, large family size could mean more pressure on family resources, which may result in negative impact on the wellbeing of the people.

4.1.8 Primary occupation

Table 4.1 reveals that 44.0% of the respondents primarily engaged in agriculture, 31.0% in trading while 12.0% were artisans. Another 10.0% were civil servants with the remaining 3.0% representing those engaged in other occupations. The highest proportion (59.7%) of respondents at Olumirin site was engaged in farming whereas

more respondents (37.0%) were engaged in trading at Idanre, which is reputed for cocoa merchandising. The result agrees with Ewebiyi (2014) who found that 57.0% of his respondents were primarily engaged in agriculture. Similarly, Bakare and Oladeji (2011) and Oyesola and Ademola (2011) respectively attested to the fact that rural households are primarily preoccupied with agriculture and that farmers constitute the higher proportion of rural dwellers in southwestern Nigeria.

4.1.9 Secondary occupation

Table 4.1 indicates that 49.0% of the respondents were secondarily engaged in farming, 21.7% in trading and 7.7% were artisans. A minimal 2.3% of them were secondarily engaged in other occupations. Those who were not involved in any secondary occupation constituted 19.3% of all respondents across the three tourist sites. More than half (57.1%) of respondents at Idanre site were secondarily engaged in farming. Generally, engagement in farming as a secondary occupation was high at the three tourist sites with trading occupying the second position (Table 4.1).

The indication is that the proportion of the respondents engaged in agriculture primarily and secondarily was over 80.0% and about half of the respondents in trading across all the sites. This suggests that there would be more or enough farm products available for sale to tourists in the communities.

4.1.10 Social group membership

Participation in social group was relatively high among the respondents. As indicated in Table 4.1, participation in social group was highest in Idanre site with 92.9% of respondents claiming to be members of social groups in their communities. Generally, 88.7% of the respondents belonged to at least one social group with 47.7% of the respondents belonging to religious groups, while 45.0% of them participated in cooperatives. Age and occupational groups had 25.0% and 22.3% of the respondents as members respectively. Figure 4.2 suggests some overlapping membership of more than one type of social groups. According to Ekong (2010), high participation in social group is common in the rural areas and it is a source of information, financial and material support to the members.

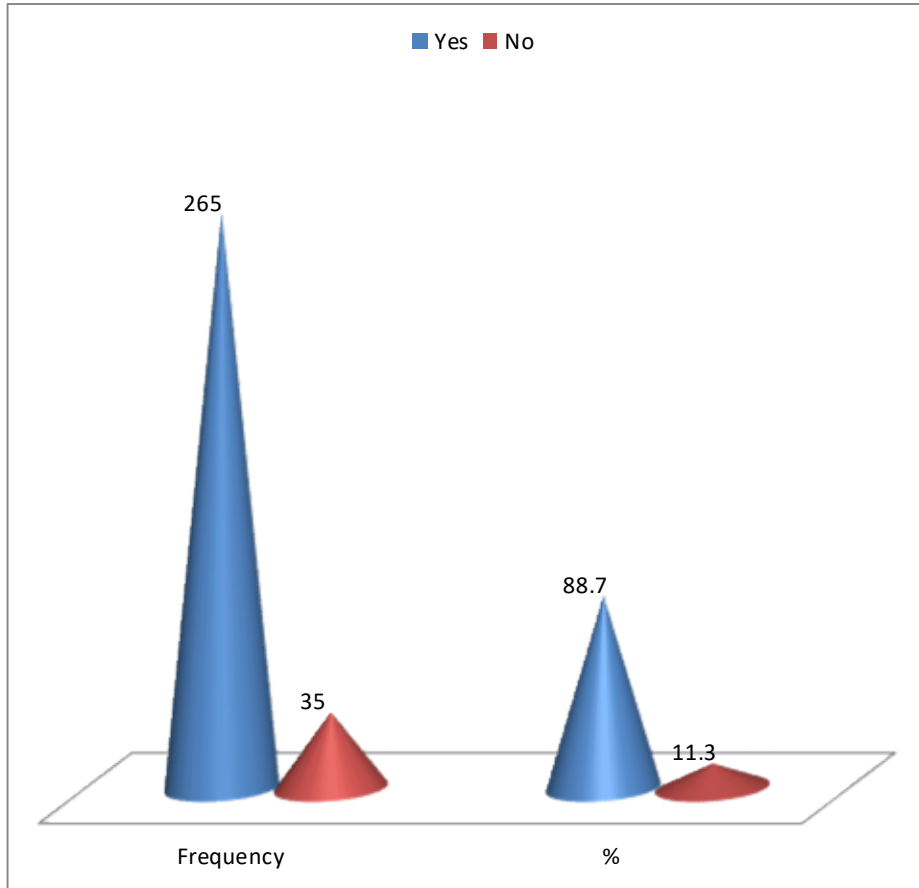


Figure 4:1 Social group membership of respondents

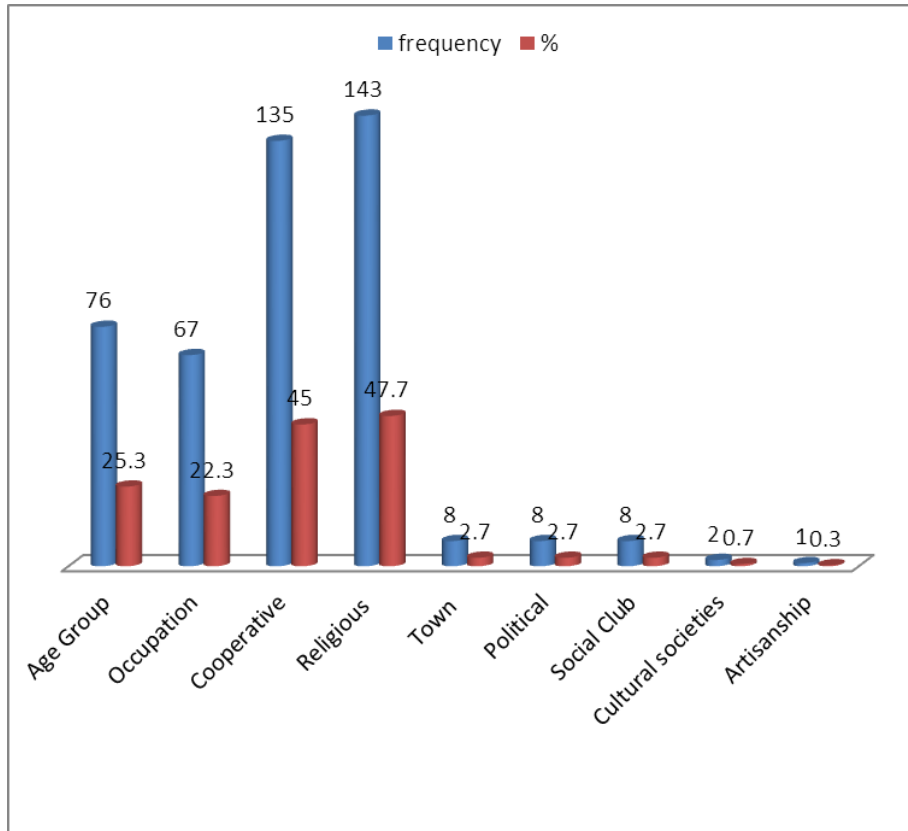


Figure 4:2 Social group type to which respondents belong

4.1.11 Average monthly income

Table 4.1 shows that 68.0% of all respondents across all the sites earned less than ₦50,000 per month while 24.7% earned from ₦50,000 to ₦100,000. The remaining 7.3% of the respondents earned above ₦100,000 per month. The average monthly income for all respondents across the sites was ₦54,078.29±94,356.12. This average is lower than the average income of ₦65,000 reported for rural southwestern Nigeria by Ewebiyi (2014). However, a much lower average income of ₦35,000 was reported by Oyesola and Ademola (2011) in a study on Ileogbo community in Osun state, southwestern Nigeria. The monthly average income is fairly high and could be due to tourism and trading activities in the different communities. For example, the respondents at Idanre site (communities) who were very well exposed to cocoa production and merchandising in addition to earning a monthly average income of ₦8,788 from tourism activities, had the highest mean income of ₦87,214.50 per month. Also, income from several sources other than livelihood activities such as remittances from children and friends could have boosted the income of respondents. Since income is recognized as an important determinant of wellbeing (McAllister, 2005), the expectation was that the higher the income the better off the wellbeing of the people would likely be, given that purchases and expenditure are powered by income.

4.1.12 Farming/enterprise experience

Table 4.1 reveals that the average number of years of farming/enterprise experience of the respondents across all sites is 15.9±16.77 years. Majority (61.0%) of the respondents had between 1 and 15 years of experience, while 25.7% of the respondents had 16 – 30 years farming/enterprise experience with the remaining 13.3% having over 30 years' experience. At the site level, the average years of experience were 14.5 years and 14.6 years for Olumirin and Ikogosi respectively while Idanre had the highest 17.1 years of experience. Similarly, Idanre site indicated the highest proportion of respondents having between 16 and 30 years of farming/enterprise experience. Experience is important in skill acquisition and in coping with the challenges of life. An experienced person is likely to be a better manager with ability to perceive and decode hidden signs of challenges that are likely to threaten his activities and wellbeing. This provides him advance opportunity to put up strategies to mitigate or cope with the consequence of such challenges where they are inevitable. The more

effectively he can mitigate or cope with the challenges the more productive he is likely to be and the better for his wellbeing. The results confirm that farming is an age long activity of rural dwellers in southwestern Nigeria as conjectured by Ekong (2010) and Bakare and Oladeji (2011).

4.1.13 Farm size

In Table 4.1, the data for farm size are presented for cassava, yam and cocoa, which were the three predominant crops cultivated in the sampled area. Average farm size was 1.35 acres for cassava, yam 0.87 acres and cocoa 1.87 acres. The distribution of respondents according to farm size for each of the crops shows that those with less than an acre constituted the higher proportion for cassava (59.0%), cocoa (61.3%) and yam (73.7%). The proportion of the respondents who had between 1 and 2 acres were 22.0% for cassava, 17.3% for yam and 15.7% for cocoa, while 1.0%, 0.3% and 7.0% of the respondents had above 5 acres for cassava, yam and cocoa respectively. The average farm size recorded in this study aligns with Ekong (2010) and the general notion that most farms in Nigeria are small. The small farm size is a limitation to profitability, which accrues from economy of scale in farming. This means the people could not maximize their potential to improve their material wellbeing. It also suggests that the people were likely to seek for alternative activities to enhance their income.

4.1.14 Farm enterprise activities

The farm enterprise activities presented in Table 4.2 shows the extent of the respondents' engagement in the different farm enterprises such as crop and livestock production. The result in Table 4.2 reveals that the respondents across all sites were more engaged in arable and tree crops production such as cassava (76.0%), Yam (65.3%), Maize (36.0%), Leaf vegetables (40.0%), Tomato/pepper (19.3%), Cocoa (52.7%), Plantain/Banana (31.3%), Oil palm (24.3%), Kolanuts (21.0%) and Orange (17.3%). In livestock production, the respondents engaged more in rearing of sheep and goat.

Table 4.2. Respondents' Farm Enterprise Activities (n = 300)

Enterprise		Participation (%)	
		Yes	No
Arable Crops			
	Cassava	76.0	24.0
	Yam	65.3	34.7
	Maize	36.0	64.0
	Beans	1.0	99.0
	Soyabean	0.0	100.0
	Rice	8.0	92.0
	Cocoyam	4.7	95.3
Tree Crops			
	Cocoa	52.7	47.3
	Kolanut	21.0	79.0
	Coffee	1.0	99.0
	Cashew	3.0	97.0
	Plantain/Banana	31.3	68.7
	Walnut	0.3	99.7
	Oil Palm	24.3	75.7
Fruit Crops			
	Orange	17.3	82.7
	Mango	8.0	92.0
	Watermelon	0.7	99.3
	Pawpaw	6.3	93.7
	Pineapple	8.0	92.0
Vegetables			
	Leaf	40.0	60.0
	Cucumber	1.7	96.3
	Tomato/pepper	19.3	80.7
	Okra	17.7	82.3
	Spices	1.0	99.0
Livestock			
	Poultry	21.7	78.3
	Piggery	0.3	99.7
	Cattle	0.0	100.0
	Sheep and goat	22.7	77.3
	Rabbitry	0.0	100.0
	Snailery	0.7	99.3
	Fish	0.3	99.7
	Dog	1.0	99.0

Source: Field survey, 2018

(22.7%) and poultry (21.7%) than any other livestock. This aligns with the established pattern of cropping in southwestern Nigeria. Mixed cropping is very popular among the rural farmers (Ekong, 2010). Thus, it is common to find farmers combining perennials such as cocoa with annuals such as yam, maize and vegetables. This gives the farmers opportunity to meet variety of food stuff demand in the market. It is expected that tourists coming from diverse places would have demand for diverse food types also.

4.2 Attitude of respondents towards tourism activities

The attitudinal statements were ranked according to the magnitude of respondents' response to them as indicated by the mean values (Tables 4.3a and 4.3b).

Predisposition of respondents to the fact that tourism holds great attraction for people, and thus causing influx of visitors into their communities (4.78 ± 0.50) ranked first across all the sites put together. The second statement most favourably alluded to by the respondents is that the influx of people had stimulated increase in social activities and marketing opportunities for community members (4.56 ± 0.61). Also, most of the respondents agreed that members of the communities benefited from using their motorcycles and other vehicles to provide transport services (4.51 ± 0.72) and that the people benefited from the businesses that offer goods and services to tourists (4.42 ± 0.73). Furthermore, the respondents considered tourism activities as favourably creating market opportunities for farmers to sell their products directly to tourists (4.36 ± 0.86) and for community members to sell other items such as handicrafts and bush meat (4.35 ± 0.72); to operate as food vendors (4.31 ± 0.93); work as site workers, artisans and labourers at tourist sites (4.38 ± 0.91) and working as guides/interpreters to tourists (4.10 ± 1.01); providing access to information and knowledge for the people (4.34 ± 0.76); providing forum to showcase cultural values (4.24 ± 0.96); and stimulating government attention and infrastructural development (4.16 ± 0.88).

The respondents refused to accept that tourism activities could disrupt community peace and tranquility (1.70 ± 1.10); corrupt the value system and create social misbehavior (1.79 ± 1.26); destroy the traditional marketing system (1.86 ± 1.07);

Table 4.3a. Respondents' attitude towards tourism activities across the sites

S/N	Attitudinal statements	Olumirin(n=62)						Ikogosi(n=84)						Idanre(n=154)								
		SA	A	U	D	SD	Mean	Rank	SA	A	U	D	SD	Mean	Rank	SA	A	U	D	SD	Mean	Rank
1	The Tourism site in our community has great attraction for many visitors and tourists	75.8	24.2	-	-		4.75±0.43	1 st	69.0	28.6	-	-	2.4	4.61±0.72	1 st	87.0	13.0	-	-	-	4.87±0.33	1 st
2	The attraction of people to our community increases social activities and marketing opportunities.	46.8	48.4	3.2	1.6	-	4.40±0.63	2 nd	52.4	42.9	2.4	1.2	1.2	4.44±0.71	2 nd	70.1	28.6	0.6	0.6	-	4.68±0.52	3 rd
3	Farmers from the community have opportunity to sell farm products directly to tourists.	40.3	41.9	4.8	9.7	3.2	4.06±1.0	6 th	42.9	42.9	6.0	3.6	4.8	4.15±1.0	11 th	64.9	30.5	2.6	1.9	-	4.58±0.64	6 th
4	Members of the community have opportunity to sell other products such as handcrafts, bush meat etc. to tourists visiting the site	25.8	64.5	1.6	4.8	3.2	4.04±0.87	7 th	38.1	58.3	2.4	-	1.2	4.32±0.64	4 th	54.5	41.6	1.3	2.6	-	4.48±0.66	10 th
5	Increased influx of people and activities put more burden on security system in our community	16.1	11.3	6.5	46.8	19.4	3.41±1.36	24 th	7.1	11.9	7.1	34.5	39.3	3.86±1.2	19 th	9.7	13.6	7.1	42.2	27.3	3.63±1.28	26 th
6	Tourism activities lead to increase in crime rate and social malaise in our community	11.3	9.7	14.5	27.4	37.1	3.69±1.36	17 th	7.1	4.8	2.4	34.5	51.2	4.18±1.16	9 th	5.2	18.2	3.9	41.6	31.2	3.75±1.22	25 th
7	The tourism site provides opportunity for people from the community to work as site workers, artisans, labourers and so on at the site	32.3	43.5	3.2	9.7	11.3	3.75±1.34	15 th	39.3	54.8	2.4	2.4	1.2	4.29±0.73	5 th	59.1	35.7	1.9	3.2		4.50±0.70	9 th
8	Tourism activities stimulate inflation in our community	21.0	14.5	12.9	30.6	21.0	3.16±1.46	27 th	11.9	17.9	17.9	34.5	17.9	3.29±1.28	27 th	7.8	36.4	10.4	35.1	10.4	3.03±1.20	29 th

Table 4.3a. Respondents' attitude towards tourism activities across the sites (cont'd)

S/N	Attitudinal statement	Olumirin (n=62)							Ikogosi (n=84)							Rank	Idanre (n=154)						
		SA	A	U	D	SD	Mean	Rank	SA	A	U	D	SD	Mean	SA		A	U	D	SD	Mean	Rank	
9	Tourism activities pollute our environment and destroy the land	8.1	3.2	14.5	37.1	37.1	3.91±1.17	11 th	1.2	4.8	13.1	36.9	44.0	4.18±0.92	9 th	7.1	3.9	2.6	52.6	33.8	4.02±1.08	21 st	
10	Members of the community benefit from businesses that provide goods and services to tourists	38.7	51.6	4.8	-	4.8	4.19±0.92	3 rd	42.9	45.2	8.3	1.2	2.4	4.25±0.84	6 th	61.0	38.3	0.6	-	-	4.60±0.50	4 th	
11	Tourism activities stimulate increased agricultural activities and production	22.6	56.5	14.5	4.8	1.6	3.93±0.84	10 th	26.2	50.0	13.1	7.1	3.6	3.88±0.99	18 th	17.5	56.5	16.9	8.4	0.6	3.81±0.84	24 th	
12	Tourism activities pull labour away from the farm						3.66±1.31	19 th						3.97±0.96	16 th						4.03±0.94	19 th	
13	Tourism activities draw government attention to infrastructural development in the community	27.4	51.6	9.7	8.1	3.2	3.91±0.99	11 th	26.2	56.0	9.5	8.3	-	4.00±0.83	15 th	50.6	40.3	3.2	5.2	0.6	4.35±0.82	13 th	
14	Tourism activities have destroyed or upset the traditional marketing system in our community	8.1	4.8	6.5	38.7	41.9	4.01±1.19	9 th	2.4	3.6	9.5	50.0	34.5	4.10±0.89	13 th	5.2	6.5	1.9	34.4	51.9	4.21±1.10	16 th	
15	Some members of the community benefit by using their motorcycles/cars/buses to provide transportation services to tourists	43.5	41.9	-	14.5	-	4.14±1.00	5 th	50.0	46.4	2.4	-	1.2	4.44±0.66	2 nd	72.7	26.0	-	1.3	-	4.70±0.53	2 nd	
16	Tourism in our community is not developed enough so the activities are not significant	17.7	45.2	4.8	25.8	6.5	2.58±1.23	29 th	29.8	25.0	8.3	31.0	6.0	2.58±1.35	30 th	46.8	27.3	3.2	16.2	6.5	2.08±1.31	30 th	
17	Some members make money by renting their houses to tourists for accommodation	21.0	30.6	4.8	19.4	24.2	3.04±1.53	28 th	14.3	15.5	26.2	28.6	15.5	2.84±1.27	29 th	20.8	36.4	26.6	9.1	7.1	3.55±1.13	27 th	
18	It also creates periodic/regular patronage for guest houses and hotels in the community	24.2	37.1	9.7	14.5	14.5	3.41±1.38	24 th	11.9	45.2	7.1	16.7	19.0	3.14±1.36	28 th	33.1	61.7	3.9	0.6	0.6	4.26±0.62	15 th	

SA = Strongly Agreed, A = Agreed, U = Undecided, D = Disagreed, SD = Strongly Disagreed

Source: Field survey, 2018

Table 4.3a. Respondents' attitude towards tourism activities across the sites (cont'd)

S/N	Attitudinal statement	Olumirin (n=62)							Ikogosi (n=84)							Idanre (n=154)						
		SA	A	U	D	SD	Mean	Rank	SA	A	U	D	SD	Mean	Rank	SA	A	U	D	SD	Mean	Rank
19	Tourism erodes interest in traditional occupation in our community	12.9	3.2	12.9	46.8	24.2	3.66±1.25	19 th	7.1	10.7	3.6	52.4	25.0	3.78±1.15	23 rd	4.5	4.5	5.8	50.6	34.4	4.06±0.99	18 th
20	Local health service practitioners benefit from patronage by tourists.	19.4	37.1	9.7	14.5	19.4	3.23±1.43	26 th	16.7	54.8	9.5	9.5	9.5	3.59±1.16	25 th	24.7	61.0	9.1	1.9	2.6	4.03±0.81	19 th
21	Members of the community benefit by serving as guides and interpreters to tourists	29.0	38.7	11.3	17.7	3.2	3.73±1.16	16 th	27.4	54.8	4.8	9.5	3.6	3.93±1.01	17 th	51.3	38.3	5.2	1.9	2.6	4.34±0.87	14 th
22	Existing infrastructures are overburdened due to influx of tourists and visitors	21.0	6.5	3.2	37.1	32.3	3.53±1.52	22 nd	10.7	7.1	7.1	50.0	25.0	3.71±1.27	24 th	6.5	6.5	3.9	50.0	33.1	3.97±1.10	22 nd
23	Food vendors and restaurants in the community make more money by selling food to tourists and site workers	40.3	33.9	4.8	14.5	6.5	3.87±1.27	14 th	39.3	45.2	8.3	4.8	2.4	4.14±0.93	12 th	63.6	33.1	1.9	0.6	0.6	4.58±0.63	6 th
24	The opportunities that come with Tourism create intra and inter community conflicts	16.1	8.1	11.3	25.8	38.7	3.62±1.47	21 st	6.0	8.3	3.6	39.3	42.9	4.05±1.16	14 th	7.8	3.2	1.9	18.2	68.8	4.37±1.18	12 th
25	Tourism gives us opportunity to showcase our culture and cultural heritage to tourists	36.1	42.6	6.6	4.9	9.8	3.90±1.23	13 th	25.0	53.6	8.3	7.1	6.0	3.84±1.07	21 st	63.0	34.4	1.9	0.6	-	4.59±0.56	5 th
26	Exposure to tourists corrupt our values and creates social misbehaviour and strange attitude particularly in our youths	9.7	12.9	12.9	46.8	17.7	3.50±1.21	23 rd	7.1	21.4	4.8	41.7	25.0	3.56±1.27	26 th	7.1	27.9	9.1	33.8	22.1	3.35±1.29	28 th
27	Tourism has changed the tempo of lifestyle positively	17.7	46.8	24.2	4.8	6.5	3.64±1.04	20 th	16.7	61.9	7.1	11.9	2.4	3.79±0.94	22 nd	26.0	65.6	3.9	4.5	-	4.13±0.68	17 th
28	Tourism exposes our sacred cultural heritage/institutions to abuse by visitors and tourists	11.3	6.5	11.3	43.5	27.4	3.69±1.26	17 th	7.1	7.1	6.0	51.2	28.6	3.86±1.12	19 th	6.5	6.5	2.6	56.5	27.9	3.93±1.00	23 rd

SA = Strongly Agreed, A = Agreed, U = Undecided, D = Disagreed, SD = Strongly Disagreed

Source: Field survey, 2018

Table 4.3a. Respondents' attitude towards tourism activities across the sites (cont'd)

S/N	Attitudinal statement	Olumirin (n=62)							Ikogosi (n=84)							Idanre (n=154)						
		SA	A	U	D	SD	Mean	Rank	SA	A	U	D	SD	Mean	Rank	SA	A	U	D	SD	Mean	Rank
29	Tourism gives access to more information and provides higher knowledge to our people particularly the youths	35.5	46.8	8.1	6.5	3.2	4.04±0.99	7 th	33.3	60.7	3.6	2.4	-	4.25±0.63	6 th	57.1	38.3	3.2	0.6	0.6	4.51±0.65	8 th
30	Tourism activities destroy the tranquillity and serenity in our community	8.1	6.5	9.7	12.9	62.9	4.16±1.30	4 th	3.6	8.3	7.1	25.0	56.0	4.21±1.12	8 th	3.2	3.9	7.8	20.8	64.3	4.39±1.01	11 th

SA = Strongly Agreed, A = Agreed, U = Undecided, D = Disagreed, SD = Strongly Disagreed

Source: Field survey, 2018.

Table 4.3b. Respondent's attitude towards tourism activities for all the sites

S/N	Attitudinal statements	All sites (n=300)					Mean	Rank
		SA	A	U	D	SD		
1.	The tourism site in our community has great attraction for many visitors and tourists	79.7	19.6	-	-	0.7	4.78 ± 0.50	1 st
2.	The attraction of people to our community increases social activities and marketing opportunities.	60.3	37	1.3	1.0	0.3	4.56 ± 0.61	2 nd
3	Farmers from the community have opportunity to sell farm products directly to tourists.	53.7	36.3	4.0	4.0	2.0	4.36 ± 0.89	6 th
4	Members of the community have opportunity to sell other products such as handcrafts, bush meat etc. to tourists visiting the site	44.0	51.0	1.7	2.3	1.0	4.35 ± 0.72	7 th
5	Increased influx of people and activities put more burden on security system in our community	10.3	12.7	7.0	41.0	29.0	2.34 ± 1.29	21 st
6	Tourism activities lead to increase in crime rate and social malaise in our community	7.0	12.7	5.7	36.7	38.0	2.14 ± 1.25	23 rd
7	The tourism site provides opportunity for people from the community to work as site workers, artisans, labourers and so on at the site	48.0	42.7	2.3	4.3	2.7	4.38 ± 0.91	5 th
8	Tourism activities stimulate inflation in our community	11.7	26.7	13.0	34.0	14.7	2.87 ± 1.28	19 th
9	Tourism activities pollute our environment and destroy the land	5.7	4.0	8.0	45.0	37.3	1.96 ± 1.06	27 th
10	Members of the community benefit from businesses that provide goods and services to tourists	51.3	43.0	3.7	0.3	1.7	4.42 ± 0.73	4 th
11	Tourism activities stimulate increased agricultural activities and production	21.0	54.7	15.3	7.3	1.7	3.86 ± 0.88	14 th
12	Tourism activities pull labour away from the farm	5.7	5.3	7.3	52.3	29.3	2.06 ± 1.04	26 th
13	Tourism activities draw government attention to infrastructural development in the community	39.0	47.0	6.3	6.7	1.0	4.16 ± 0.88	11 th
14	Tourism activities have destroyed or upset the traditional marketing system in our community	5.0	5.3	5.0	39.7	45.0	1.86 ± 1.07	29 th
15	Some members of the community benefit by using their motorcycles/cars/buses to provide transportation services to tourists	60.3	35.0	0.7	3.7	0.3	4.51 ± 0.72	3 rd
16	Tourism in our community is not developed enough so the activities are not significant	36.0	30.3	5.0	22.3	6.3	3.67 ± 1.33	17 th
17	Some members make money by renting their houses to tourists for accommodation	19.0	29.3	22.0	16.7	13.0	3.25 ± 1.30	18 th
18	It also creates periodic/regular patronage for guest houses and hotels in the community	25.3	52.0	6.0	8.0	8.7	3.77 ± 1.17	15 th
19	Tourism erodes interest in traditional occupation in our community	7.0	6.0	7.0	50.3	29.7	2.10 ± 1.10	25 th
20	Local health service practitioners benefit from patronage by tourists.	21.3	54.3	9.3	6.7	8.0	3.74 ± 1.11	16 th
21	Members of the community benefit by serving as guides and interpreters to tourists	40.0	43.0	6.3	7.3	3.3	4.10 ± 1.01	12 th
22	Existing infrastructures are overburdened due to influx of tourists and visitors	10.7	6.7	4.7	47.3	30.7	2.19 ± 1.24	22 nd
23	Food vendors and restaurants in the community make more money by selling	52.0	36.7	4.3	4.7	2.3	4.31 ± 0.93	9 th

Table 4.3b. Respondents' attitude towards tourism activities for all sites (cont'd)

	food to tourists and site workers								
24	The opportunities that come with Tourism create intra and inter community conflicts	9.0	5.7	4.3	25.7	55.3	1.87 ± 1.27	28th	
25	Tourism gives us opportunity to showcase our culture and cultural heritage to tourists	46.7	41.3	4.7	3.3	4.0	4.24 ± 0.96	10th	
26	Exposure to tourists corrupt our values and creates social misbehaviour and strange attitude particularly in our youths	7.7	23.0	8.7	38.7	22.0	1.79 ± 1.26	29th	
27	Tourism has changed the tempo of lifestyle positively	21.7	60.7	9.0	6.7	2.0	3.93 ± 0.86	13th	
28	Tourism exposes our sacred cultural heritage/institutions to abuse by visitors and tourists	7.7	6.7	5.3	52.3	28.0	2.14 ± 1.12	23rd	
29	Tourism gives access to more information and provides higher knowledge to our people particularly the youths	46.0	46.3	4.3	2.3	1.0	4.34 ± 0.76	8th	
30	Tourism activities destroy the tranquillity and serenity in our community	4.3	5.7	8.0	20.3	61.7	1.70 ± 1.10	30th	

SA = Strongly Agreed, A = Agreed, U = Undecided, D = Disagreed, SD = Strongly Disagreed.

Source: Field survey, 2018.

create intra and inter community conflicts (1.87 ± 1.27); pull labour away from the farms (2.06 ± 1.04); erode traditional occupation (2.10 ± 1.10); put pressure on existing infrastructures (2.19 ± 1.24); stimulate crimes and social malaise (2.14 ± 1.25) and cause inflation (2.87 ± 1.28). Thus, the perception of the respondents was largely positive.

4.2.1 Respondents' level of attitude towards tourism activities

As shown in Table 4.4, the overall attitude of respondents to tourism activities in their communities was favourable as a little above half (57.7%) of the respondents across all the sites were found to have favourable attitude to tourism and its activities. This overall position was largely influenced by the highly favourable attitude of respondents at the Idanre tourist site where 73.4% of the respondents had favourable attitude to tourism activities. This could also have been influenced by the newly initiated process to involve notable indigenes in the management of Idanre hills sites. However, respondents' attitude was largely unfavourable at Olumirin and Ikogosi sites where 69.4% and 51.2% of the respondents respectively had unfavourable attitude to tourism activities. The reason for the unfavourable attitude can be deduced from the report of FGD sessions. There were insistent complaints about government neglect particularly for Olumirin waterfalls for which the people claimed that government had never paid serious attention. There was also reference to a now resolved intercommunity conflict between the Erin-Ijesha (the host community) and Erin-Oke, (the proximate community). However, it was observed that the commencement of rehabilitation of the access road to Olumirin waterfalls gave a splinter of hope to the people. For Ikogosi, the complaints were about the government neglect to which the once thriving warm spring resort had been subjected by the government of the day.

Attitude is important in driving actions of people. A favourable attitude would likely keep the people well-disposed to accept and be involved in the offerings of tourism around them. Ibimilua (2009) identified the strength of perception/attitude in motivating people to get involved in tourism activities when he opined that "mundane psychological perception" of the people of Ekiti was one of the hindrances to their participation in tourism.

The high level of favourable attitude to tourism activities by the Idanre respondents was expected to translate to a high level of support for tourism and involvement in tourism activities around the Idanre hills site. In addition, the involvement was expected to

have influence on wellbeing of the respondents. On the other hand, the unfavourable disposition at Ikogosi and Olumirin was expected to hinder involvement and ultimately, wellbeing status in the communities.

Table 4.4. Respondents' level of attitude towards tourism activities across the sites

Level of attitude	Olumirin (n= 62)		Ikogosi (n= 84)		Idanre (n= 154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Favourable (112.74 – 142.00)	19	30.6	41	48.8	113	73.4	173	57.7
Unfavourable (92.00 – 112.73)	43	69.4	43	51.2	41	26.6	127	42.3
Max	141.00		138.00		142.00		142.00	
Mini	94.00		92.00		95.00		92.00	
Mean±SD	114.51±12.20		116.77±11.94		123.39±11.05		112.74±12.21	

Source: Field survey, 2018

4.3 Respondents' involvement in tourism activities

Table 4.5 reveals the distribution of the respondents according to the tourism activities they were involved in. The tourism activities were grouped into three categories as follows: Direct engagement at the tourist site, sale of goods and provision of services to tourists. In all the categories, twenty-three activities were assessed and from the analysis of the responses by respondents, some of the activities emerged as major activities by ranking using the mean value.

4.3.1 Major tourism activities involved in by respondents

Sale of farm products (crops) to tourists (0.93 ± 0.83) ranked first among the activities in which the respondents were involved across all sites. The result in table 4.5 shows that 31.3% of the respondents were involved always, while 30.4% were rarely involved. The remaining 38.4% were not involved at all. The level of involvement in this activity was similar in each of the sites. For example, 33.9%, 39.3% and 26.0% were always involved in Olumirin, Ikogosi and Idanre sites respectively. This conforms to the finding by Rueegg (2009) that tourists demanded for and purchased farm products from farmers in communities near tourist sites. Thus, farmers can make income through direct sale of their products to tourists.

Sale of forest and wild products – bush meat, wild fruits and so on (0.78 ± 0.82) ranked second overall (all sites). A little above half (53.0%) of the respondents were involved either always or rarely in this activity while 47.0% of them were not involved at all. This level of involvement is similar for Ikogosi site (59.6%) and Idanre site (55.2%). However, involvement in this activity is lower in Olumirin site (38.8%). Activities such as hunting, and fruit gathering are among the numerous activities that are undertaken along with farming in the rural southwestern Nigeria. Income from these activities helps to supplement and sustain the lives of the people during on and off farming season (Ekong, 2010).

Sale of farm products – animals (0.60 ± 0.82). Although ranked third by mean value, involvement in this activity was low overall (all sites) with 38% of all respondents either always or rarely involved. The overall result must have been greatly influenced by the very low involvement in the activity in Idanre (20.8%). Involvement was, however, high in Olumirin (64.6%) and moderate in Ikogosi (50%). Given that 57.8% of respondents in Idanre claimed possession of livestock as assets, the very low involvement here was not expected. This could be because only a few (a little above

20.0%) of the respondents considered their livestock as a commercial enterprise and part of their livelihood activities (see Table 4.2). For it was possible to possess and not sell.

Food vending/restaurants (0.45 ± 0.76) and Sale of cultural goods and souvenirs (0.45 ± 0.76) ranked fourth with 28.6% and 27.7% of all respondents involved respectively. These are very important activities that have been identified by scholars (Ibimilua, 2009; Safari *et al*, 2015; Salleh *et al*, 2016) as part of predominant tourism activities around tourist sites.

Other predominant activities such as retailing of daily needs (0.42 ± 0.75) ranked sixth with 26.0% of the respondents involved; Transportation services (0.38 ± 0.72) which was ranked seventh had 24.3% of the respondents involved. Transportation services included the use of motorcycles and other vehicles to provide movement for tourists. During the FGDs, participants explained the high rate at which the youths were getting involved in using motorcycle (Okada) to render transportation services to earn a living for themselves. Entertainment and cultural performances (0.35 ± 0.70) ranked eighth as a tourism activity and had 21.4% of the respondents involved either always or rarely. It is necessary to understand that involvement in an activity may appear low because only few people needed to render services related to the activity. For example, only few people from the communities could be tourist guides and interpreters at a tourist site. Thus, the time dimension of involvement was considered to further give a clearer picture of the level and extent of involvement in tourism activities. The data on time dimension is contained in Table 4.8.

The relative high involvement in sale of farm products and forest resource products is consistent with a priori expectation as indicated in literature that there is positive nexus between agriculture and tourism in the rural area (Ayeni and Ebohon, 2012; Oguoma *et al*, 2010; Rueegg, 2009 and Liu *et al*, 2008). This implies that an increase in tourism activities will translate to bigger market for agricultural products and increased agricultural production, which is a major pre-occupation in the concerned communities. It also indicates how well tourism activities can stimulate businesses and entrepreneurship in the local communities. This fact aligns well with Muganda (2009) who opined that people in the neighbourhood of tourist centres preferred to work as entrepreneurs, offering goods and services to visiting tourists. All these positive developments were expected to affect the wellbeing of the people.

Table 4.5. Respondents' involvement in tourism activities across the sites

Tourism activities	Olumirin (n=62)					Ikogosi (n=84)					Idanre (n=154)					All Sites (n=300)				
	A	R	N	Mean	Rank	A	R	N	Mean	Rank	A	R	N	Mean	Rank	A	R	N	Mean	Rank
Direct engagement in tourism site management																				
Full time employment in the tourist site/organization	14.5	11.3	74.2	0.40± 0.73	10 th	22.6	7.1	70.2	0.52± 0.84	4 th	5.2	1.9	92.9	0.12± 0.46	21 st	12.0	5.3	82.7	0.29± 0.66	11 th
Full time employment in supportive institutions such as hotels, restaurants, clinics etc	16.1	16.1	67.7	0.48± 0.76	5 th	14.3	13.1	72.6	0.42± 0.73	9 th	3.2	3.9	92.9	0.10± 0.39	22 nd	9.0	9.0	82.0	0.27± 0.61	15 th
Casual/part time work in the tourist site/organization	12.9	14.5	72.6	0.40± 0.71	10 th	13.1	17.9	69.0	0.44± 0.71	7 th	3.9	7.1	89.0	0.14± 0.45	20 th	8.3	11.7	80.0	0.28± 0.60	13 th
Casual/part time work in the supportive institutions	17.7	16.1	66.1	0.51± 0.78	4 th	11.9	20.2	67.9	0.44± 0.070	7 th	1.9	8.4	89.6	0.12± 0.38	21 st	8.0	13.3	78.7	0.29± 0.60	11 th
Sale of Goods to tourists																				
Sale of farm products e.g. food crops, fruits, herbs	33.9	17.7	48.4	0.85± 0.90	2 nd	39.3	23.8	36.9	1.02± 0.88	1 st	26.0	39.0	35.1	0.90± 0.77	1 st	31.3	30.3	38.3	0.93± 0.83	1 st
Sale of farm products – animal products	45.2	19.4	35.5	1.10± 0.90	1 st	26.2	23.8	50.0	0.76± 0.84	3 rd	10.4	10.4	79.2	0.31± 0.65	8 th	22.0	16.0	62.0	0.60± 0.82	3 rd
Sale of forest resource products, bush meat and wild fruits etc	19.4	19.4	61.3	0.58± 0.80	3 rd	31.0	28.6	40.5	0.90± 0.84	2 nd	24.7	30.5	44.8	0.80± 0.81	2 nd	25.3	27.7	47.0	0.78± 0.82	2 nd

Table 4.5. Respondents' involvement in tourism activities across the sites (cont'd)

Tourism activities	Olumirin (n=62)					Ikogosi (n=84)					Idanre (n=154)				All Sites (n=300)					
	A	R	N	Mean	Position	A	R	N	Mean	Position	A	R	N	Mean	Position	A	R	N	Mean	Position
Food vendor/restaurateur	12.9	17.7	69.4	0.44± 0.72	7 th	19.0	13.1	67.9	0.51± 0.79	5 th	16.2	9.7	74.0	0.42± 0.75	5 th	16.3	12.3	71.3	0.45± 0.76	4 th
Retailing of daily needs – body care products, confectioneries, cosmetics/beauty products, wears and fashion products	16.1	11.3	72.6	0.44± 0.76	7 th	14.3	3.6	82.1	0.32± 0.71	14 th	16.9	13.0	70.1	0.47± 0.76	4 th	16.0	10.0	74.0	0.42± 0.75	6 th
Sale of cultural goods and souvenirs such as artefacts .	14.5	8.1	77.4	0.37± 0.73	12 th	13.1	9.5	77.4	0.35± 0.70	13 th	20.1	12.3	67.5	0.52± 0.81	3 rd	17.0	10.7	72.3	0.45± 0.76	4 th
Sale of Recharge cards and telephones	11.3	12.9	75.8	0.35± 0.68	13 th	13.3	10.8	75.9	0.37± 0.71	11 th	7.8	9.7	82.5	0.25± 0.58	9 th	10.3	10.7	79.0	0.31± 0.64	9 th
Provision of services to tourists																				
Transportation	14.5	12.9	72.6	0.41± 0.74	9 th	14.3	16.7	69.0	0.45± 0.73	6 th	13.6	5.8	80.5	0.33± 0.70	7 th	14.0	10.3	75.7	0.38± 0.72	7 th
Accommodation	11.3	6.5	82.3	0.29± 0.66	19 th	15.5	6.0	78.6	0.37± 0.74	11 th	9.7	2.6	87.7	0.22± 0.61	12 th	11.7	4.3	84.0	0.28± 0.65	13 th
Health Services	14.5	4.8	80.6	0.34± 0.72	14 th	10.7	10.7	78.6	0.32± 0.66	14 th	9.1	1.9	89.0	0.20± 0.58	14 th	10.7	5.0	84.3	0.26± 0.63	16 th
Tailoring	11.3	3.2	85.5	0.25± 0.65	21 st	10.7	6.0	83.3	0.27± 0.64	17 th	9.7	4.5	85.7	0.24± 0.61	11 th	10.3	4.7	85.0	0.25± 0.63	18 th
Laundry	12.9	3.2	83.9	0.29± 0.68	19 th	9.5	6.0	84.5	0.25± 0.61	19 th	9.1	2.6	88.3	0.20± 0.59	14 th	10.0	3.7	86.3	0.24± 0.62	20 th

Table 4.5. Respondents' involvement in tourism activities across the sites (cont'd)

Cobbling	11.3	1.6	87.1	0.24± 0.64	22 nd	10.7	6.0	83.3	0.27± 0.64	17 th	9.1	2.6	88.3	0.20± 0.59	14 th	10.0	3.3	86.7	0.23± 0.62	21 st
Telephone services	16.1	-	83.9	0.32± 0.74	16 th	6.0	11.9	82.1	0.23± 0.56	21 st	9.1	3.9	87.0	0.22± 0.60	12 th	9.7	5.3	85.0	0.25± 0.62	18 th
Motor vehicle maintenance/repairs	12.9	4.8	82.3	0.31± 0.69	18 th	8.3	4.8	86.9	0.21± 0.58	22 nd	8.4	2.6	89.0	0.19± 0.57	17 th	9.3	3.7	87.0	0.22± 0.60	22 nd
Barbing and hair salon etc	16.1	1.6	82.3	0.34± 0.74	14 th	11.9	7.1	81.0	0.31± 0.67	16 th	7.8	3.9	88.3	0.19± 0.56	17 th	10.7	4.3	85.0	0.26± 0.63	16 th
Tourist guide/Language interpretation	12.9	6.5	80.6	0.32± 0.70	16 th	15.5	7.1	77.4	0.38± 0.74	10 th	11.0	3.2	85.7	0.25± 0.64	9 th	12.7	5.0	82.3	0.30± 0.68	10 th
Entertainment/cultural performance	19.4	8.1	72.6	0.47± 0.80	6 th	7.1	10.7	82.1	0.25± 0.57	19 th	14.9	5.8	79.2	0.35± 0.72	6 th	13.7	7.7	78.7	0.35± 0.70	8 th
Carpentry	3.2	3.2	93.5	0.10± 0.39	23 rd	4.8	2.4	92.9	0.11± 0.45	23 rd	5.2	1.9	92.9	0.12± 0.46	21 st	4.7	2.4	93.0	0.12± 0.44	23 rd

A = Always involved, R = rarely involved, N = Not involved.

Source: Field Survey, 2018

4.3.2 Respondents' level of involvement in tourism activities

Involvement level was categorised into high involvement, low involvement and not involved. Tables 4.6 and 4.7 show the level of involvement by site and proximity to tourist sites, respectively.

4.3.2.1 Respondents' level of involvement in tourism activities across the sites

Table 4.6 shows that majority (66.3%) of respondents were involved in tourism activities while 33.7% were not. Out of those involved, 52.3% were lowly involved while 14.0% indicated high level of involvement. The trend was the same for all the sites with Idanre having the highest proportion (39.6%) of respondents who were not involved and lowest proportion (49.4%) of respondents at low level of involvement. Olumirin and Ikogosi sites had 56.5% and 54.8% of their respective respondents in the low level of involvement. However, Ikogosi as a host community had a higher proportion (40.3%) of the respondents who were highly involved (Table 4.7). In addition, Table 4.7 reveals that there was higher involvement in the host communities than in the proximate communities. Ikogosi had the highest proportion (17.9%) of respondents in the high level of involvement while Olumirin had 16.1%. In summary, about one third of the respondents were not involved, about half of them lowly involved and the remaining, which constituted the lowest proportion were highly involved. Thus, more people were involved but the level of their involvement was low generally across the sites. The high percentage of involvement must have been stimulated by favorable attitude to tourism activities and high level of perceived benefits while the low level of involvement was due to the major constraints encountered by the respondents and the low level of activities at the tourist sites as noted during FGD and IDI sessions (Appendixes 2 and 3) with the Managers of the sites:

“Our activities have dropped drastically since the coming of this government. We have reduced our staff strength from 85 persons to less than 20. Some of our structures are deteriorating without repairs because there are no longer enough resources to use. Number of tourists coming has also dropped significantly.”

(Manager, Ikogosi Warm Spring Resort).

“For a long time, this site has no infrastructures but since we took over the management, the government is trying to build the road and a parking lot. Though, tourists have been coming from all over the world particularly during weekends and holidays, activities and patronage would be better with improved infrastructures. So, we hope soon there will be more activities at this site.” (Manager, Olumirin waterfalls, Erin-Ijesha).

“A little conflict between the management and the recent neglect by the government has affected activities at idanre hills site. Thus, the patronage has become low with little income being generated. We are not able to maintain dilapidating structures like the chalets and the hall that are falling apart.” (Manager, Idanre Hills site).

Table 4.6. Respondents' level of involvement in tourism activities across the sites

Level of Involvement	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Not involved (0.00)	17	27.4	23	27.4	61	39.6	101	33.7
Low (0.01-8.21)	35	56.5	46	54.8	76	49.4	157	52.3
High (8.22-46.00)	10	16.1	15	17.9	17	11.0	42	14.0
Max	44.00		45.00		46.00		46.00	
Mini	0.00		0.00		0.00		0.00	
Mean±SD	9.62±12.48		9.34±10.76		6.94±10.57		8.22±11.08	

Source: Field survey, 2018

4.3.2.2. Respondents' level of involvement in tourism activities in the host and proximate communities across the sites

As expected, involvement level was higher in the host communities than in the proximate communities (Table 4.7). Although, the level of involvement was generally low across the sites, Ikogosi had a highest level of involvement (40.6%) particularly for the host communities. This level of involvement in Ikogosi could have been stimulated by the past efforts of government to upgrade the site. It could also have been stimulated by the traditional passion of the people for the Ikogosi warm spring site. The reference to previous efforts and their passion was evident during the FGD session in Ikogosi the host community for the warm spring resorts.

Table 4.7. Respondents' level of involvement in tourism activities in the host and proximate communities across the sites

Level of involvement	Olumirin (n=62)				Ikogosi (n=84)				Idanre (n=154)				All sites (n=300)			
	Host n=32		Prox n=30		Host n=32		Prox n=52		Host n=80		Prox n=74		Host n=144		Prox n=156	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Not involved	7	21.9	10	33.3	1	3.1	22	42.3	24	30.0	37	50.0	32	22.2	9	44.2
Low	17	53.1	18	60.0	18	60.0	28	53.8	43	53.8	33	44.6	78	54.2	9	50.6
High	8	25.0	2	6.7	13	40.6	2	3.8	13	16.3	4	5.4	34	23.6	8	5.1
Maximum	44.00		38.00		45.00		26.00		43.00		46.00		45.00		46.00	
Minimum	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Mean±SD	13.34±14.82		5.67±7.84		16.94±12.95		4.65±5.32		8.77±11.39		4.96±9.27		11.60±12.94		4.99±7.84	

Source: Field survey, 2018

4.3.3. Time dimension of respondents' involvement in tourism activities

The time dimension helps to capture the intensity and pattern of involvement and explains the level of involvement of respondents in tourism activities. It compensates for those who were not involved in several activities but spent time on just one or few activities. For example the tour guides and interpreters, the full time employees in the tourist management companies and so on might not be involved in any other activities and as such their responses on the scale might be undermined on account of having to indicate involvement in one activity. A respondent who indicated involvement in more activities would tend to have a higher score even if he spent less time overall in the activities than the tour guide who spent more time getting involved in just one activity.

Table 4.8 shows the number of hours per day, the number of days per week and number of years in which respondents had been involved in tourism activities. Table 4.8 reveals that respondents spent an average of 3.3 hours per day on tourism activities while 37.3% of the respondents got involved in tourism activities for 1 to 5 hours per day.

In terms of days per week, the result in Table 4.8 shows that an average of 2.4 days per week were spent by the respondents getting involved in tourism activities with 21.0% of the respondents spending between 3 to 4 days on tourism activities.

Table 4.8 also shows the number of years that respondents had been involved in tourism activities. The average number of years of involvement was 5.4 years while 24.7% of the respondents had been involved in tourism activities for 6 to 10 years.

This results shows that involvement in tourism activities was largely on part time basis and supplementary to their main livelihood activities as only a small fraction of respondents' time was expended on tourism activities. The average number of years spent getting involved suggests some sustained involvement level.

Table 4.8. Time dimension of respondents' involvement in tourism activities all sites only (n = 300)

Hours/Day Involved	Frequency	%
0	122	40.7
1-5	112	37.3
6-10	51	17.0
Above 10	15	5.0
Means± SD		3.3±3.76
Days/Week of Involvement		
0	121	40.3
1-2	41	13.7
3-4	63	21
5-6	46	15.3
7	29	9.7
Mean± SD		2.4±2.50
Years of Involvement		
0	121	40.3
1-5	68	22.7
6-10	74	24.7
11-15	18	6.0
16-20	11	3.7
Above 20	8	2.6
Mean±SD		5.4±7.24

Source: Field survey, 2018

4.4 Respondents' constraints to involvement in tourism activities

Table 4.9 presents the analysis of constraints faced by the respondents. The constraints statements have been ranked according to the mean values and the major constraints are discussed.

4.4.1 Major constraints to respondents' involvement in tourism activities

The result shows that **inadequate capital** (1.20 ± 0.84) ranked first as the major constraint militating against involvement in tourism activities, generally and for each of the sites. This was considered a severe constraint by 47.3% of the respondents while 25.4% indicated it as a mild constraint to their involvement in tourism activities. Thus, it constituted a form of constraint to the majority (72.7%) of the respondents. The issue of inadequate capital is a consistently recurring constraint to activities in rural communities. Studies by Ibimilua (2009) and Tosun (2006) pointed out that lack of financial resources is a major hindrance to the involvement of the rural dwellers in tourism activities.

This is corroborated by FGD reports (Appendix 2) from Ikogosi where the female participants in the women group jointly opined, *“You know we are poor rural people and we don't have enough money to trade or buy the things to do business with.”*

Government interferences through policy and controls ranked second among the constraints faced by respondents across all the sites (0.94 ± 0.84) and also in Ikogosi and Idanre but ranked fourth at Olumirin site. This constraint refers to attempts by government to regulate or control tourism and the activities of tourist sites. The policies and control, which usually instill some restrictions, could be inconsistent over time leading to policy summersault and lack of continuity, thus, making development efforts unsustainable. Tosun (2006) identified an example of this constraint as centralisation of administration of tourism, which hinders local people's involvement in tourism activities. Up to 32.0% of the respondents considered this as a severe constraint while another 30.0% indicated it as a mild constraint generally across all the tourist sites.

Personal preference or sentiment (0.79 ± 0.72) ranked third among the constraints encountered by respondents in all sites and specifically in Olumirin and Idanre sites.

Only 18.0% of the respondents indicated this as a severe constraint while the higher proportion (43.0%) of the respondents considered it as a mild constraint, and 39% of the respondents did not consider it as a constraint. Personal preference is an attitudinal constraint, which is listed as a constraint to involvement in tourism activities by Ibimilua (2009). During the FGD, it was discovered that some of the preference/sentiment could be religious as some of the participants in Idanre claimed that they would rather go to church than participate in activities related to Idanre hills (which they considered idolatry). Also, during one of the in-depth interviews (IDIs), the high chief of Idanre Odode drew attention to another form of attitudinal constraint to the youth when he said,

“One major problem is the attitude of the local youths. They don’t have anything but are pompous. They try to flout rules guiding the tourist site claiming it is their great fathers’ heritage.”

(High Chief, Odode, Idanre, Ondo state).

Busy work schedule (0.78 ± 0.84) was a major constraint which ranked fourth overall and in Ikogosi and Idanre sites. A little above half (51.4%) of all respondents across all sites accepted this as a constraint with 26.7% indicating it as a severe constraint. This means that a sizeable proportion of the respondents were so fully engaged that they found little or no time to get involved in tourism activities. This seemingly agrees with Ibimilua (2009) who referred to occupation as one of the factors affecting involvement in tourism activities; suggesting that the nature of the primary occupation could determine the level of involvement in tourism activities. However, engagement in multiple livelihood activities was found to be prevalent in rural communities (Ewebiyi, 2014). Thus, it can be inferred that engagement in one activity may not necessarily hinder engagement in another. In this study, it was found that out of the 44.0% and 31.0% of all respondents who were primarily engaged in agriculture and trading respectively, some sold their products to tourists (i.e. involved in tourism activities). Hence, it was likely that the ‘busy work schedule’ constraints might have applied only to the civil servants and office workers. Given the conflict between the proportion (51.4%) of respondents who claimed to be busy and those (13.0%) who were civil servants and office workers, it is very probable that busy schedule was a constraint to

more people other than the civil servants and office workers. The constraint of time has long been identified by Awaritefe (1986) who was cited by Ibimilua (2009).

Poor entrepreneurial/vocational skills (0.66 ± 0.75) ranked fifth overall and in Idanre site. About 49.0% of the respondents considered this a constraint with 32.0% conceding it as mild. The higher percentage (51.0%) of the respondents did not regard it as a constraint. However, it presents some relevance as a constraint that could limit involvement in tourism activities most of which were entrepreneurial or business in nature. This came to the fore during FGD sessions where women in particular admitted that some of their men were limited by lack of entrepreneurial and vocational skills that could get them more involved in businesses around the tourist sites and through engagement in the management companies. This agrees with Oyesola and Ademola (2011) who opined that most rural households in southwestern Nigeria do not have enough skills and training that could motivate them to participate in livelihood activities beyond agriculture.

Proximity to tourist site was generally not a general constraint factor but it is noted that it ranked fifth at Olumirin site. This could be due more to restraint from old but settled inter community conflict rather than distance. Reference was made to the settled old conflict during FGD session in which participants also attested to the ease of walking from one community to the other within the vicinity of the tourist site.

It was also noted that religious sentiment constituted a strong hindrance to involvement in tourism activities as Christians who were in the majority were disposed to considering and treating the tourist sites as idols. This sentiment was strongly expressed by some participants in the FGD sessions in Alade and Odode Idanre

Table 4.9. Respondents' constraints to involvement in tourism activities across the sites

S/N	Constraints	Olumirin (n=62)					Ikogosi (n= 84)					Idanre (n= 154)					All sites (n=300)				
		S	M	N	Mean/SD	Rank	S	M	N	Mean/SD	Rank	S	M	N	Mean/SD	Rank	S	M	N	Mean/SD	Rank
1	Busy work schedule	33.9	30.6	35.5	0.98±0.83	2nd	19.0	28.6	52.4	0.67±0.78	4th	27.9	20.1	51.9	0.76±0.86	4th	26.7	24.7	48.7	0.78±0.84	4th
2	Lack of information about tourism activities	16.1	30.6	53.2	0.62±0.75	7th	15.5	22.6	61.9	0.54±0.75	8th	4.5	16.2	79.2	0.25±0.53	10th	10.0	21.0	69.0	0.41±0.67	10th
3	Competition from others	19.4	17.7	62.9	0.56±0.80	10th	11.9	17.9	70.2	0.42±0.69	10th	7.1	6.5	86.4	0.21±0.55	12th	11.0	12.0	77.0	0.34±0.67	12th
4	Proximity (distance of my location from the tourist site)	22.6	25.8	51.6	0.71±0.82	5th	10.7	17.9	71.4	0.39±0.68	11th	6.5	31.2	62.3	0.44±0.61	7th	11.0	26.3	62.7	0.48±0.68	6th
5	Low level of education	3.2	40.3	56.5	0.47±0.56	14th	10.7	29.8	59.5	0.51±0.68	9th	7.8	8.4	83.8	0.24±0.58	11th	7.7	21.0	71.3	0.36±0.62	11th
6	Poor entrepreneurial/ vocational skills	17.7	29.0	53.2	0.64±0.77	6th	25.0	27.4	47.6	0.77±0.82	3rd	12.3	35.7	51.9	0.60±0.69	5th	17.0	32.0	51.0	0.66±0.75	5th
7	Inadequate technical knowledge	11.3	35.5	53.2	0.58±0.69	8th	13.1	40.5	46.4	0.67±0.70	4th	5.8	18.8	75.3	0.30±0.57	9th	9.0	28.3	62.7	0.46±0.65	8th
8	Personal preference/ choice/sentiments	24.2	43.5	32.3	0.91±0.75	3rd	13.1	35.7	51.2	0.61±0.71	6th	18.2	46.8	35.1	0.83±0.71	3rd	18.0	43.0	39.0	0.79±0.72	3rd
9	Peer pressure	11.3	25.8	62.9	0.48±0.69	13th	4.8	22.6	72.6	0.32±0.56	13th	5.8	5.8	88.3	0.17±0.51	14th	6.7	14.7	78.7	0.28±0.58	13th
10	Strange culture and attitudes of tourists	8.1	22.6	69.4	0.38±0.63	17th	6.0	19.0	75.0	0.31±0.58	15th	3.9	7.1	89.0	0.14±0.45	16th	5.3	13.7	81.0	0.24±0.54	16th
11	Intra and inter community conflicts	14.5	22.6	62.9	0.51±0.74	12th	6.0	10.7	83.3	0.22±0.54	17th	3.9	4.5	91.6	0.12±0.43	18th	6.7	10.0	83.3	0.23±0.56	17th
12	Government interferences through policy and controls	29.0	25.8	45.2	0.84±0.85	4th	34.5	16.7	48.8	0.85±0.90	2nd	31.8	39.0	29.2	1.02±0.78	2nd	32.0	30.0	38.0	0.94±0.84	2nd
13	Attitude of tourist site Managers	11.3	22.6	66.1	0.45±0.69	15th	3.6	26.2	70.2	0.33±0.54	12th	9.7	30.5	59.7	0.50±0.66	6th	8.3	27.7	64.0	0.44±0.64	9th
14	Gender/Sex	14.5	14.5	71.0	0.44±0.73	16th	8.3	15.5	76.2	0.32±0.62	13th	3.9	8.4	87.7	0.16±0.46	15th	7.3	11.7	81.0	0.26±0.58	15th
15	Old age	12.9	32.3	54.8	0.58±0.71	8th	17.9	22.6	59.5	0.58±0.77	7th	10.4	16.2	73.4	0.37±0.66	8th	13.0	21.3	65.7	0.47±0.71	7th
16	Inadequate capital	38.7	30.6	30.6	1.08±0.84	1st	51.2	27.4	21.4	1.29±0.80	1st	48.7	22.1	29.2	1.19±0.86	1st	47.3	25.3	27.3	1.20±0.84	1st
17	Cultural barriers/restrictions	4.5	25.8	59.7	0.54±0.73	11th	9.5	9.5	81.0	0.29±0.26	16th	2.6	9.7	87.7	0.14±0.42	16th	7.0	13.0	80.0	0.27±0.58	14th
18	Religious differences/conflicts	6.5	21.0	72.6	0.34±0.59	18th	4.8	6.0	89.3	0.15±0.47	18th	7.1	3.9	89.0	0.18±0.54	13th	6.3	8.0	85.7	0.21±0.54	18th

S = Severe Constraint, M = Mild Constraint, N = Not a Constraint

Source: Field survey, 2018

4.5 Respondents' Perceived benefits of involvement in tourism activities

Sixteen statements of benefits considered applicable to involvement in tourism activities were presented to the respondents for assessment. The analysis and distribution of their responses is presented in Table 4.10. The benefits were ranked according to the mean values. Some of the benefits emerged as major benefits.

4.5.1 Major benefits

Increased income (1.73 ± 0.58) ranked first among the benefits derived from tourism activities. Over 93% of the respondents overall across the three tourist sites indicated increased income as a benefit from involvement in tourism activities. Specifically, 79.6% of all respondents indicated that increased income was derived to a large extent. Table 4.13 also reveals that 80.6%, 73.8% and 82.5% of respondents at Olumirin, Ikogosi and Idanre sites, respectively, agreed that increased income is a benefit to a large extent. This finding corroborates Rueegg (2009) and Tsephe and Obono (2013) who identified generation of additional income as one the immediate benefits of involvement in tourism activities by the rural farmers.

Wider contact with outsiders (1.62 ± 0.58) ranked second with 67% of all respondents across the sites indicating that this benefit was derived to a large extent from involvement in tourism activities. A further breakdown of figures shows that majority of respondents at Olumirin site (79.0%), Ikogosi site (67.9%) and Idanre site (61.7%) indicated wider contact as a benefit to a large extent. This aligns with Bakare and Oladeji (2011) and Tsephe and Obono (2013) who variously referred to socio-cultural exchange and understanding between visiting tourists and the local dwellers as part of the benefits of tourism to the communities.

Improvement in knowledge and skills (1.61 ± 0.59) ranked third generally and at each site with 66.3% of all respondents across the sites indicating that it is a benefit to a large extent. This is a very important benefit as it fills the gap identified by Oyesola and Ademola (2011) who had opined that lack of training and skills is one of the major constraints faced in the rural communities.

Display of cultural values (1.56 ± 0.65) was indicated to be a benefit to a large extent by a high proportion (66.0%) of all respondents, 74.2% at Olumirin, 57.1% at Ikogosi and 68.2% at Idanre. This is in consonance with claims by Tsephe and Obono (2013)

and Bakare and Oladeji (2011) that there can be no cultural exchange without the showcasing of the culture.

Exchange of cultural heritage (1.42 ± 0.63) was a benefit to most (92.0%) of the respondents with 49.7% acknowledging that this benefit was derived to a large extent while 42.3% considered it as a benefit to a lesser extent. This trend is also representative of the three sites. As earlier discussed, this is a benefit derived from the showcasing of cultural values.

Access to modern infrastructures (1.39 ± 0.67) was considered to be a benefit by 89.3% of the respondents with 50.0% of them acknowledging it as a benefit to a large extent. Also the table shows that majority of the respondents at Olumirin (88.7%), Ikogosi (88.1%) and Idanre (90.1%) accepted this as a benefit to a large extent and to lower extent. This agrees with Tsephe and Obono (2013), Rueegg (2009), Bakare and Oladeji (2011) who had reported infrastructural improvement as one of the visible benefits of tourism.

Better Market for local production (1.33 ± 0.74). The majority (84%) of the respondents across the sites indicated better market for their products which include farm products and handicrafts as a benefit from their involvement in tourism. A little below half (49.0%) of all the respondents accepted it as a benefit to a large extent, while 35.7% accepted it as a benefit to a lesser extent. The result here is a reflection of the results from the three separate sites where 79.1%, 83.3% and 86.4% of the respondents in the respective sites accepted better market opportunities, particularly, for agricultural products as a benefit both to a large and lesser extent.

These findings are consistent with literatures (Ibimilua, 2009; Ijeomah, 2012; Tsephe and Obono, 2013; Adebayo *et al*, 2014) which have documented benefits that are accruable to households in communities adjoining tourist sites. This implies that rural households within the communities in tourist sites have great expectation and are most likely prepared to get more involved in tourism activities around them. This conjecture is corroborated by comments of the people during the FGDs:

“The potential here is being under rated. This community and the people can get more than we are seeing. Tell the government to shine their eyes and develop this our waterfall and they will see.”
(A female participant in the women group at Erin-Ijesha community).

Another FGD participant in the women group at Ikogosi said,

“The benefit is much. I am an akara seller. Many times, tourists from Abuja and other places would stop at my place and ordered for akara so much that I would be running helter skelter to get more beans. On such day I made so much money. Imagine if the place is in good shape and people come in large number every time how rich I will be. It is the same for other people who have things to sell. Please tell Fayose (the governor) to come and do more at the warm spring resort.”

Yet another participant in the women group at Ikogosi said,

“The value of this warm spring is much more than what you people can understand. When I was looking for baby, they asked me to drink the water. The month I drank the water was the month I conceived a baby. When my aunty was sick it was the water that cured her. Leave me; you people don't know the value of the water. I worship the water!”

Also, a male participant in the men's group at Idanre said,

“The benefit of Idanre hills is much but government is interfering and playing politics with the place. Instead of doing more good things there, they are playing politics with the place. Today some of us stay away from there.”

Nevertheless, the much expected government support was seen at Idanre where the government had initiated a process to involve notable indigenes in the management of the Idanre hills sites and at Erin-Ijesha where the rehabilitation of the access roads to the Olumirin waterfalls had commenced.

Table 4.10. Respondents' perceived benefits of involvement in tourism activities across the sites

Benefits Statements	Olumirin (n=62)					Ikogosi (n=84)					Idanre (n=154)					All sites (n=300)				
	To a large extent	To a lesser extent	Not at all	Mean	Rank	To a large extent	To a lesser extent	Not at all	Mean	Rank	To a large extent	To a lesser extent	Not at all	Mean	Rank	To a large extent	To a lesser extent	Not at all	Mean	Rank
Increase in income	80.6	12.9	6.5	1.74±0.57	2 nd	73.8	20.2	6.0	1.68±0.58	1 st	82.5	10.4	7.1	1.75±0.57	1 st	79.7	13.7	6.7	1.73±0.58	1 st
Improvement in knowledge, skills etc	74.2	17.7	8.1	1.66±0.62	3 rd	57.1	35.7	7.1	1.50±0.63	3 rd	68.2	28.6	3.2	1.64±0.54	3 rd	66.3	28.3	5.3	1.61±0.59	3 rd
Wider contacts with outsiders	79.0	19.4	1.6	1.77±0.46	1 st	67.9	23.8	8.3	1.59±0.64	2 nd	61.7	33.8	4.5	1.57±0.58	4 th	67.0	28.0	5.0	1.62±0.58	2 nd
Better market for my products	56.5	22.6	21.0	1.35±0.81	7 th	48.8	34.5	16.7	1.32±0.74	5 th	46.1	40.3	13.6	1.32±0.70	7 th	49.0	35.0	16.0	1.33±0.74	7 th
Opportunity for employment for my household and others in the community	30.6	41.9	27.4	1.03±0.76	14 th	42.9	40.5	16.7	1.26±0.73	7 th	27.9	57.1	14.9	1.13±0.64	9 th	32.7	49.3	18.0	1.15±0.70	9 th
Exposure of community to more modern infrastructures	43.5	45.2	11.3	1.32±0.67	8 th	38.1	50.0	11.9	1.26±0.66	7 th	59.1	31.2	9.7	1.49±0.66	5 th	50.0	39.3	10.7	1.39±0.67	6 th
Opportunity to do what my peers are doing	22.6	41.9	35.5	0.87±0.75	16 th	15.5	44.0	40.5	0.75±0.70	16 th	11.7	33.8	54.5	0.57±0.69	16 th	15.0	38.3	46.7	0.68±0.72	16 th
Increase in personal and social status in the community	41.9	41.9	16.1	1.25±0.72	9 th	31.0	51.2	17.9	1.13±0.69	10 th	16.2	68.8	14.9	1.01±0.55	12 th	25.7	58.3	16.0	1.10±0.63	12 th
More business opportunities to diversify into new products	41.9	41.9	16.1	1.25±0.72	9 th	36.9	42.9	20.2	1.16±0.74	9 th	22.1	64.3	13.6	1.08±0.59	10 th	30.3	53.7	16.0	1.14±0.66	11 th
Prevention of migration to the urban area by the youths	29.0	48.4	22.6	1.06±0.72	13 th	14.3	47.6	38.1	0.76±0.68	15 th	11.7	39.0	49.4	0.62±0.68	15 th	16.0	43.3	40.7	0.75±0.71	15 th
Attraction of new settlers to our community	29.0	51.6	19.4	1.10±0.69	12 th	20.2	56.0	23.8	0.96±0.66	13 th	15.6	64.9	19.5	0.96±0.59	13 th	19.7	59.7	20.7	0.99±0.63	13 th
Development of new and better lifestyle.	32.3	53.2	14.5	1.17±0.66	11 th	26.2	52.4	21.4	1.05±0.69	12 th	33.8	58.4	7.8	1.26±0.59	8 th	31.3	55.7	13.0	1.18±0.64	8 th

Table 4.10 Respondents' perceived benefits of involvement in tourism activities across the sites (cont'd)

Benefits Statements	Olumirin (n=62)					Ikogosi (n=84)					Idanre (n=154)					All sites (n=300)				
	To a large extent	To a lesser extent	Not at all	Mean/SD	Rank	To a large extent	To a lesser extent	Not at all	Mean/SD	Rank	To a large extent	To a lesser extent	Not at all	Mean/SD	Rank	To a large extent	To a lesser extent	Not at all	Mean/SD	Rank
Opportunity to showcase our culture to outsiders through the tourists.	59.7	27.4	12.9	1.47±0.72	5 th	47.6	38.1	14.3	1.33±0.71	4 th	78.6	16.2	5.2	1.73±0.54	2 nd	66.0	24.7	9.3	1.56±0.65	4 th
Opportunity to interact and exchange cultural heritage.	56.5	40.3	3.2	1.53±0.56	4 th	40.5	46.4	13.1	1.27±0.68	6 th	51.9	40.9	7.1	1.44±0.63	6 th	49.7	42.3	8.0	1.42±0.63	5 th
Improvement of intra and inter community trading.	45.2	46.8	8.1	1.37±0.63	6 th	29.8	52.4	17.9	1.11±0.68	11 th	18.2	71.4	10.4	1.08±0.53	10 th	27.0	61.0	12.0	1.15±0.60	9 th
Opportunity to engage in export and receive foreign currencies from some tourists.	29.0	33.9	37.1	0.91±0.82	15 th	25.0	35.7	39.3	0.85±0.79	14 th	16.2	41.6	42.2	0.74±0.72	14 th	21.3	38.3	40.3	0.81±0.76	14 th

Source: Field survey, 2018

4.6 Wellbeing of respondents

Wellbeing is the dependent variable for this study and was measured as a composite value from the combination of the standardized score values of the objective and subjective wellbeing.

4.6.1 Objective wellbeing of respondents

Tables 4.11 to 4.22 show the various results for the components or domains of objective wellbeing:

4.6.1.1 Monthly consumption/expenditure of respondents

Food Purchase: Table 4.11 reveals that both purchased ($17,394.67 \pm 21,307.77$) and imputed food ($10,189.67 \pm 12,732.66$) consumed per month were each valued at less than N20,000 by majority (71.3% and 86.3% respectively) of the respondents in all sites. This amount may seem little particularly in the contemporary economy of Nigeria, but the rural economy has its peculiarity in terms of modest value system, prudence and moderation (Ekong, 2010). This could have influenced the actual amount spent on food purchases and the valuation of the imputed food consumed.

Health: The results in Table 4.11 reveal that 99.7% and 99.3% of the respondents, respectively, spent less than N20,000 on consultation (520.78 ± 1903.41) and medication (2601.00 ± 3039.72) while 100.0% of the respondents spent same amount on hospitalization (306.33 ± 1415.86). These percentages include a large proportion of the respondents who did not go to hospital or buy modern drugs. This is consistent with Ekong (2010) who points out that the “traditional ruralites” do not patronize much of orthodox medicine or hospital but depend on self-herbal medication, herbalists and spiritual healing centres.

Education: Most (82.3%, 93.7% and 97.7%) of the respondents, in the respective sites, spent less than N20,000 on each of school fees ($13,743.23 \pm 32473.18$), books ($3,812.71 \pm 14,499.17$) and school uniform ($2,569.23 \pm 13,307.23$). The remaining negligible proportion of the respondents spent above N20,000 on each of them. Though the cost of education is relatively lower in the rural areas than the urban (Ekong, 2010), the major motivation for educating the children is the understanding of the importance of education by the people. This has stimulated in the people a passion

to educate the children. Hence educating their children was a major source of fulfillment for the people. The FGD reports corroborate this. A female participant in FGD women group at Ikogosi said, *“We live to educate our children; we will be happy if all our children can go to school”*.

Water: In Table 4.11, all the respondents indicated to have spent less than N20,000 on water. Given the mean value (63.67±316.72) of expenditure on water, many of the respondents did not pay for water. FGD reports corroborate this fact and indicate that the people were not used to and never expected to pay for water.

Electricity: A similar result to that of water was obtained for electricity as all the respondents spent less than N20,000 on electricity (1,500.67±2006.44). This percentage consists of over 98.0% who spent nothing on electricity. This is due mainly to non-supply of power even though all the communities were connected to electricity facilities. The people claimed during FGD that lack of electricity from government supply was a common thing in their communities. Power was generated by those who could afford to run a generator.

All these components are part of the important material and economic ingredients that have notable influence on rural wellbeing.

Table 4.11 Objective wellbeing components – respondents’ consumption/expenditures across the sites

Material Item	Olumirin (n=62)				Ikogosi (n=84)				Idanre (n=154)				All sites (n=300)			
	<20k %	20-50k %	>50k %	Mean	<20k %	20-50k %	>50k %	Mean	<20k %	20-50k %	>50k %	Mean	<20k %	20-50k %	>50k %	Mean
Consumption/Expenditure per Month																
Food: Purchases	91.9	8.1	-	20241.94	94.0	6.0	-	15641.66	94.8	5.2	-	17204.55	71.3	22.7	-	17394.67
Imputed	98.4	1.6	-	9500.00	100.0	-	-	10052.38	97.4	2.6	-	10542.21	86.3	12.0	6.0	10,189.67
Health: Consultation	100.0	-	-	643.54	100.0	-	-	196.43	100.0	-	-	648.26	99.7	0.3	1.7	520.78
Medication	100.0	-	-	2075.81	100.0	-	-	2966.67	99.4	0.6	-	2612.98	99.3	0.7	-	2601.00
Hospitalization	100.0	-	-	146.77	100.0	-	-	119.05	100.0	-	-	472	100.0	-	-	306.33
Other Health	100.0	-	-	67.74	100.0	-	-	214.29	100.0	-	-	233.76	100.0	-	-	194.00
																-
Education: School fees	95.2	4.8	-	15024.37	92.9	7.1	-	16307.45	79.2	18.8	1.9	11828.72	82.3	13.7	4.0	13743.23
School books	98.2	1.8	-	3280.82	98.8	1.2	-	5429.17	94.8	4.5	0.6	3145.14	93.7	5.3	1.0	3812.71
Uniform	98.4	1.6	-	3306.44	98.8	1.2	-	3993.45	99.4	0.6	-	1495.59	97.7	1.7	0.7	2,569.23
Other School related	98.4	1.6	-	717.74	98.8	1.2	-	982.61	98.7	1.3	-	602.59	98.7	1.3	-	732.80
Water	100.0	-	-	79.03	100.0	-	-	69.05	100.0	-	-	54.55	100.0	-	-	63.67
Electricity	100.0	-	-	1550.00	100.0	-	-	1461.90	100.0	-	-	1501.94	96.2	3.8	-	1,500.67
Clothing	98.4	1.6	-	3147.29	90.5	9.5	-	4188.29	98.1	1.9	-	2316.31	95.3	4.3	0.3	3012.20
Household and General																0.3
Maintenance	98.4	1.6	-	1638.71	98.8	1.2	-	2703.57	98.1	1.9	-	2087.98	98.0	1.7	0.3	2167.50
Transportation	96.8	3.2	-	3280.64	97.6	2.4	-	3173.81	99.4	0.6	-	4172.72	96.7	3.0	0.3	3708.67
Communication	99.4	0.6	-	2272.58	100.0	-	-	2507.73	99.4	0.6	-	2645.45	99.3	0.3	0.3	2529.83
House Rent	96.8	3.2	-	2801.61	96.4	3.6	-	2809.02	99.4	0.6	-	3005.40	96.3	3.3	-	2908.55
Small Appliances	100.0	-	-	717.74	98.8	1.2	-	842.85	99.4	0.6	-	910.39	99.3	0.7	-	851.67
Recreation	100.0	-	-	709.67	-	-	-	1297.61	99.4	0.6	-	1162.98	99.3	0.7	-	1,107.00
Dependents	98.4	1.6	-	2451.61	98.8	1.2	-	1902.79	98.7	0.3	-	2359.09	98.7	1.7	-	2250.44
Taxes	100.0	-	-	178.45	98.8	1.2	-	1123.31	100.0	-	-	509.41	99.7	0.3	-	612.91
Ceremonial/Social	96.8	3.2	-	11228.23	97.6	2.4	-	4729.76	96.1	3.9	-	8275.53	93.3	3.3	-	7,892.94

Source: Field survey, 2018

Respondents' level of monthly consumption/expenditure: Table 4.12 shows that the level of consumption/expenditure is low generally across all the sites. Majority of the respondents – (Olumirin 66.1%, Ikogosi 70.2%, Idanre 74.0% and all sites 71.3%) - fall into low consumption level. While consumption is expected to be generally low in the rural area because of low income capacity and modest life style (Ekong, 2010), having Idanre with 74.0% - the highest proportion in low consumption level is intriguing. Idanre was assessed to be less rural than other sites on the rural-urban continuum with evidence of some high-profile living. Giving this, a higher consumption level was expected from Idanre. Nevertheless, since the finding does not contradict other parameters obtained from Idanre in this study, it can be inferred that the respondents represent the true majority of 'ruralites' in Idanre.

Table 4.12. Respondents' level of consumption/expenditure across the sites

Level of consumption/ expenditure	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Low	41	66.1	59	70.2	114	74.0	214	71.3
High	21	33.9	25	29.8	40	26.0	86	28.7
Maximum	660,750.00		657,750.00		2,355,250.0		2,355,250.00	
Minimum	34,100.00		28,300.00		39,800.00		28,300.00	
Mean±SD	159039.11±141075.48		123536.03±119991.95		154355.27±236291.60		146693.88±191937.62	

Source: Field survey, 2018

4.6.1.2 Physical assets of respondents

Table 4.13 shows the results of the distribution of the respondents by their possession of physical assets. The pattern of the results for all sites (overall) is typical for each of the tourist sites: Olumirin, Ikogosi, and Idanre.

The result for all sites (overall) shows that most (94.3%) of the respondents possessed mobile phones (2.00 ± 0.67) with 71.0% of them being average possessors and 17.3% possessing more mobile phones than others.

Those who possessed radio (1.97 ± 0.72) constituted 97.0% of the respondents out of which 69.3% were average possessors while the remaining 17.0% possessed more radio than others.

About 87.0% of the respondents claimed that they possessed television set (1.87 ± 0.87); 61.7% were average possessors while 19.0% claimed to possess television set more than others. This means that most respondents were exposed to the use of information and communication gadgets to access information, which is essential for progress and wellbeing of the rural communities (Etuk, 2016).

Up to 87.7% of the respondents possessed farmland (1.91 ± 0.94) and out of this, 47.7% indicated that they were average possessors while those who claimed to possess more farmland than most people constituted 27.7% of the respondents.

Majority (88.0%) of the respondents claimed to possess cutlasses and hoes (1.86 ± 0.88) with 55.7% being average possessors of hoe and cutlass, and 21.3% possessing more of the tools than most people in the communities. This implies that the respondents were disposed to agricultural activities. It corroborates claims of the predominance of agriculture as the main activity in the rural areas (Bakare and Oladeji, 2011).

Those without farm building (1.19 ± 1.13) constituted 43.3% of the respondents while the average farm building owners account for 37.7%. Those who considered themselves to possess farm building more than most people represented 12.3% of the respondents. This suggests that slightly more than half (56.7%) of the respondents had farms that were big or far enough to necessitate the possession of farm building. The FGD sessions confirm that quite a number of the community dwellers had cocoa

farms, which were usually located at some distance outside the communities. Hence, it was necessary for most of them to erect individual farmhouses according to their ability and capacity.

Despite the low mean value (1.21) only 40.0% of the respondents claimed not to possess any livestock (1.21 ± 1.12). This means that 60.0% of them were keeping some livestock such as poultry, goats, dogs, piggery and cattle. It is common to find rural households keeping livestock as a means of livelihood diversification to earn periodic income. Fakolade and Olorede (2011) highlighted the contributions of livestock rearing to the rural communities; identifying increased income as a major contribution.

Tractors/modern farm equipment (0.25 ± 0.69): Despite the fact that many of the respondents engaged in farming, majority (86.7%) of them did not possess modern farm equipment such as tractors and implements. This could be a reflection of the scale and standard of the agricultural production that was being undertaken by the respondents and/or it could be a result of rational consideration of their need to possess as against hiring the equipment in view of the cost outlay. During IDI, one of the communities' royal fathers proffered a reason to validate the above conjecture saying that most farms were not big enough and many of them could not afford the huge cost outlay to possess and maintain modern farm equipment. It was cheaper to hire than to own a tractor.

Kitchen Utensils (1.93 ± 0.66) was possessed by 94.3% of the respondents; 72.0% of them were average possessors while 13.3% claimed to possess kitchen utensils more than others.

Also, majority (81.0%) of the respondents claimed to possess **fancy clothing/wears** (1.89 ± 0.83) with 56.3% possessing averagely while 21.0% claimed to possess more fancy clothing/wears than most people in their communities.

Those who possessed **personal houses** (1.43 ± 1.06) amount to 68.3% of the respondents with 50.3% of them being average possessors and 12.3% claiming to possess personal houses more than most other people. Since most respondents had their personal houses it can be inferred that the costs of rent indicated were mostly

imputed and not recurrent costs. This should reflect positively on their wellbeing status.

A higher proportion (65.7%) of the respondents claimed to possess **power generators** (1.35 ± 1.04) with 52.7% out of this being average possessors while only 8.3% of the respondents claimed to possess power generator more than others. This confirms that there is a great dependence on personal power generation. Unfortunately, the cost of this is not captured in this study due to misconception of electricity supply to mean only supply by government. However, this gives a fair idea or perception of what cost of power could be to the respondents. It also helps to define the level of rurality of the study area (Ashimolowo, 2011). The indication in this study seems to suggest that the communities were not the typical rural communities of southwestern Nigeria. They did not belong to the lower extreme in the rural-urban continuum specified by Ekong (2010). This can be attributed to the influence of the tourist sites in the communities.

.A higher percentage (63.3%) of the respondents claimed not to possess any vehicle or car, 22.0% claimed average possession while 9.0% considered themselves as possessing vehicles/cars more than most people. Table 4.16 reveals that 47.0% and 81.7% claimed not to possess motorcycle and bicycle respectively. It is notable to find more people possessing vehicle/car and motorcycle than bicycle. The communities' demand for modern transportation services could have motivated respondents to buy more of vehicles and motorcycles. This must have helped to involve them in providing transportation services to tourists visiting their communities.

Majority (70.3%) of respondents did not possess **computer** (0.61 ± 0.96). This is more like what is expected of the rural area.

Table 4.13. Physical assets of respondents across the sites

S/N	Physical Asset	Otumirin (n=62)						Ikogosi (n=84)						Idanre (n=154)						All sites (n=300)					
		None %	LMP %	AV %	MMP %	Mean	Rank	None %	LMP %	AV %	MMP %	Mean	Rank	None %	LMP %	AV %	MMP %	Mean	Rank	None %	LMP %	AV %	MMP %	Mean	Rank
1	Famland	17.7	6.5	40.3	35.5	1.94	4 th	14.3	19.0	38.1	28.6	1.81	3 rd	9.1	11.0	55.8	24.0	1.94	6 th	12.3	12.3	47.7	27.7	1.91	4 th
2	Fam building	30.6	8.1	45.2	16.1	1.47	9 th	35.7	16.7	34.5	13.1	1.25	9 th	52.6	0.6	36.4	10.4	1.05	12 th	43.3	6.7	37.7	12.3	1.19	11 th
3	Tractors/fam equipment	79.0	3.2	8.1	9.7	0.48	16 th	77.4	16.7	4.8	1.2	0.29	16 th	94.8	-	3.2	1.9	0.12	16 th	86.7	5.3	4.7	3.3	0.25	16 th
4	Other fam tools e.g cutlasses, hoes etc	14.5	6.5	51.6	27.4	1.91	7 th	13.1	14.3	53.6	19.0	1.79	4 th	10.4	11.0	58.4	20.1	1.88	7 th	12.0	11.0	55.7	21.3	1.86	7 th
5	\Livestock	43.5	17.7	19.4	19.4	1.14	12 th	33.3	20.2	38.1	8.3	1.21	10 th	42.2	9.1	32.5	16.2	1.22	10 th	40.0	14.0	31.3	14.7	1.21	10 th
6	Television	12.9	8.1	51.6	27.4	1.94	4 th	21.4	10.7	50.0	17.9	1.64	5 th	8.4	3.2	72.1	16.2	1.96	5 th	13.0	6.3	61.7	19.0	1.87	6 th
7	Radio	9.7	4.8	61.3	24.2	2.00	3 rd	10.7	10.7	59.5	19.0	1.86	1 st	3.9	4.5	78.6	13.0	2.01	4 th	7.0	6.3	69.7	17.0	1.97	2 nd
8	Mobilephone	6.5	6.5	59.7	27.4	2.08	1 st	8.3	13.1	63.1	15.5	1.85	2 nd	3.9	1.9	79.9	14.3	2.05	2 nd	5.7	6.0	71.0	17.3	2.00	1 st
9	Kitchen utensils	4.8	4.8	71.0	19.4	2.04	2 nd	11.9	20.2	63.1	4.8	1.60	6 th	2.6	4.5	77.3	15.6	2.06	1 st	5.7	9.0	72.0	13.3	1.93	3 rd
10	Fancy clothing/wears	9.7	9.7	58.1	22.6	1.94	4 th	14.3	28.6	42.9	14.3	1.57	7 th	5.8	7.1	63.0	24.0	2.05	2 nd	9.0	13.7	56.3	21.0	1.89	5 th
11	Vehicle/car	64.5	8.1	14.5	12.9	0.75	13 th	61.9	11.9	20.2	6.0	0.70	13 th	63.6	1.3	26.0	9.1	0.80	13 th	63.3	5.7	22.0	9.0	0.77	13 th
12	Motorcycle	41.9	3.2	41.9	12.9	1.25	11 th	52.4	10.7	28.6	8.3	0.93	12 th	46.1	1.3	46.8	5.8	1.12	11 th	47.0	4.3	40.7	8.0	1.10	12 th
13	Bicycle	67.7	3.2	17.7	11.3	0.73	14 th	83.3	4.8	9.5	2.4	0.31	15 th	86.4	1.3	11.0	1.3	0.27	15 th	81.7	2.7	12.0	3.7	0.38	15 th
14	Computer	75.8	1.6	14.5	8.1	0.54	15 th	79.8	4.8	13.1	2.4	0.38	14 th	63.0	-	35.7	1.3	0.75	14 th	70.3	1.7	25.0	3.0	0.61	14 th
15	Generator	35.5	4.8	41.9	17.7	1.41	10 th	46.4	9.5	38.1	6.0	1.02	11 th	27.3	1.9	64.9	5.8	1.49	9 th	34.3	4.7	52.7	8.3	1.35	9 th
16	Personal house	30.6	6.5	46.8	16.1	1.48	8 th	38.1	10.7	38.1	13.1	1.26	8 th	28.6	2.6	58.4	10.4	1.5	8 th	31.7	5.7	50.3	12.3	1.43	8 th

LMP = Less than Most People, AV = Average, MMP = More than Most People Overall Mean = **1.36**

Source: Field Survey, 2018.

Respondents' level of physical assets: Table 4.14 shows that the level of physical assets possession is marginally high at 51.0% for all the sites. Idanre site had the highest level of physical assets possession with 52.6% of the respondents falling into the high level. For Olumirin it was average (50.0%) while Ikogosi had the lowest level of assets with majority (51.2%) of respondents in the low level of physical assets possession. From the figures, it is logical to conclude that the respondents in all the sites were average possessors of physical assets. This is a little higher than expected of rural households who are classified as being poor (Ekong, 2010).

Table 4.14. Respondent's level of Physical assets across the sites

Level of Physical assets	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Low	31	50.0	43	51.2	73	47.4	147	49.0
High	31	50.0	41	48.8	81	52.6	153	51.0
Maximum	39.00		48.0		45.0		48.00	
Minimum	5.00		7.00		5.00		5.00	
Mean±SD	21.58±7.53		21.70±9.81		21.75±7.00		21.70±7.96	

Source: Field survey, 2018.

4.6.1.3 Financial assets of respondents

Savings (1.36±0.97) were found to be the main financial assets of the respondents across sites as they were rated first but majority had savings less than N50,000. Table 4.15 indicates that on the other hand, majority of the respondents did not have other assets such as bank loan, informal credit and thrift, salary and pension facilities. . Saving is a traditional practice in the rural areas of southwestern Nigeria. Esusu and cooperative savings are common among the Yorubas of southwestern Nigeria (Ekong, 2010, Adeola, 2011). This practice is thus commonly found among the rural households in the region. However, the magnitude of savings revealed in this result was not commensurate with physical assets claimed by the respondents. The savings recorded was relatively low. This could have been why inadequate capital was a major constraint to their involvement in tourism activities.

Table 4.15. Respondents' financial assets in Naira across the sites

Financial asset	Olumirin (n=62)						Ikogosi (n=84)						Idanre (n=154)						All sites (overall) (n=300)					
	None %	<50k %	50-200k %	>200k %	Mean	Rank	None %	<50k %	50-200k %	>200k %	Mean	Rank	None %	<50k %	50-200k %	>200k %	Mean	Rank	None %	<50k %	50-200k %	>200k %	Mean ± SD	Rank
Savings	22.6	29.0	22.6	25.8	1.51	1 st	29.8	40.5	21.4	8.3	1.08	1 st	14.9	39.6	31.8	13.6	1.44	1 st	20.7	37.7	27.0	14.7	1.36 ±0.97	1 st
Bank loan	72.6	17.7	1.6	8.1	0.45	4 th	77.4	11.9	3.6	7.1	0.40	4 th	94.8	0.6	2.6	1.9	0.12	4 th	85.3	7.3	2.7	4.7	0.27 ±0.72	4 th
Informal credit and thrift	69.4	17.7	8.1	4.8	0.48	2 nd	73.8	11.9	9.5	4.8	0.45	3 rd	91.6	0.6	7.1	0.6	0.17	3 rd	82.0	7.3	8.0	2.7	0.31 ±0.73	3 rd
Salary	74.2	8.1	12.9	4.8	0.48	3 rd	63.1	26.2	7.1	3.6	0.51	2 nd	86.4	8.4	3.2	1.9	0.21	2 nd	77.3	13.3	6.3	3.0	0.35 ±0.73	2 nd
Pension	85.5	8.1	3.2	3.2	0.24	5 th	85.7	10.7	1.2	2.4	0.20	5 th	95.5	3.9	0.6	-	0.05	5 th	90.7	6.7	1.3	1.3	0.13 ±0.47	5 th

Source: Field survey, 2018

Respondents' level of financial assets: Table 4.16 reveals that the level of financial assets is low across all the selected tourist sites. Majority of the respondents in each site ranging from the lowest 61.9% in Ikogosi to the highest 79.0% in Olumirin fall into the low level of financial assets. The overall majority in the low level was 66.7%. This percentage includes those who had zero financial assets. This further confirms the popular notion that the rural households are poor and the claim in this study that inadequate capital was a major constraint hindering the respondents from getting involved in tourism activities. This makes it a real and recurring challenge that needs to be addressed continually until a permanent solution is found that will make inadequate capital a lesser constraint to the rural system.

Table 4.16. Respondents' level of financial assets across the sites

Level of Financial assets	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Low	49	79.0	52	61.9	99	64.3	200	66.7
High	13	21.0	32	38.1	55	35.7	100	33.3
Maximum	6.00		13.00		15.00		15.00	
Minimum	0.00		0.00		0.00		0.00	
Mean±SD	1.77±1.37		2.68±2.85		2.53±2.38		2.42±2.37	

Source: Field survey, 2018

4.6.1.4. Employment status of household members

In Table 4.17, the majority (61.7%) of the respondents claimed that they did not have any member of their households employed, while 35.3% of them claimed that they had 1 to 3 members employed. Up to 59.0% of respondents had 1 to 3 members self-employed, while 41.0% had from 1 to 3 members of their household unemployed. The picture painted by this result is that there was a high unemployment among the household members. This could mean a high number of dependents on household heads, which might not be favourable to the wellbeing of the households. High unemployment rate has also been identified to be responsible for high rate of restiveness and rural–urban migration among the youths, which has become a common trend in the rural areas (Ekong, 2010; Ashimolowo, 2011). This apparently leads to scarcity of manpower in the rural area and congestion in the urban cities. Either way, wellbeing is much likely to be negatively affected.

Table 4.17. Employment status of household members (n = 300)

No. of household members	0	1– 3	Above 3	Mean ± SD
	%	%	%	
Employed	61.7	35.3	3.0	2.55 ±1.76 (n = 210)
Self employed	30.0	59.0	11.0	2.54 ± 1.77 (n = 211)
Not employed	46.0	41.0	13.0	2.93 ±1.71 (n = 162)

Source: Field survey, 2018

Level of household employment status across the sites: Table 4.18 indicates that the level of employment was low in Olumirin and Ikogosi sites with 53.2% and 51.2% of the respondents, in low level of employment, respectively. It was, however, high in Idanre where 54.5% of respondents fell into the high-level category. This high level of employment in Idanre can be attributed to the high level of enterprise in the community, particularly in respect of cocoa production and merchandising. Given this result it was expected that the general level of wellbeing would be higher in Idanre than the other sites. However, how this relates to involvement in tourism activities would largely be determined by the level of activities in the tourist sites.

Table 4.18. Level of household employment status across the sites

Level of household employment status	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
High	29	46.8	41	48.8	84	54.5	154	51.3
Low	33	53.2	43	51.2	70	45.5	146	48.7
Maximum	12.00		33.00		13.00		33.00	
Minimum	0.00		0.00		0.00		0.00	
Mean±SD	4.75±3.12		5.19±6.03		4.98±3.19		4.79±4.16	

Source: Field survey, 2018

4.6.1.5 Respondents' housing conditions

Table 4.19 reveals the housing conditions of the respondents. Majority (61.0%) of the respondents lived in face-me-I-face-you type of house; 18.3% in self-contained and 20.7% in more than 2 bedrooms flat. Similarly, 65.7% of the respondents lived in houses made of cement block and aluminum roof; 27.0% in mud houses with thatch roof. In terms of toilet type, 54.0% of the respondents lived in houses with water system toilets; 40.3% in houses with pit latrine while 5.7% lived in houses without toilet. The pattern of housing is similar, generally for all the three sites. However, it is noted that a higher proportion (64.3%) of the respondents used the water system toilet in Idanre than in Olumirin and Ikogosi sites. Housing condition has been considered very important in assessing the wellbeing of rural households. It is very germane to wellbeing as it is a major component in household expenses (Ekong, 2010). It affects ability to meet other basic needs, health needs and relationship in the household (OECD, 2011). The fact that majority (65.7%) lived in houses made of cement blocks, 54.0% in houses with water system is indicative of the fact that the communities are located high on the rural-urban continuum. FGD reports from Odode Idanre showed that the communities have continued to progress into increasing modernity since their descent from the Idanre hills to settle on the plain at the foot of the hills. This is reflected in the transformation of their buildings from mud to cement block. They have been aided in the transformation by the fortune of cocoa production and tourism in the communities. This agrees with Ashimolowo (2011) who opined that rural communities do transform into urban gradually as the spate of economic development increases over time.

Table 4.19. Respondents' housing conditions across the sites

Type of house	Olumirin(n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	%	Mean± SD	%	Mean± SD	%	Mean± SD	%	Mean± SD
Face-me-I-face-you	61.3		60.7		61.0		61.0	
Self-contained	19.4	1.58±0.80	16.7	1.61±0.83	18.8	1.59±0.80	18.3	1.60 ± 0.81
More than 2 bedrooms-flat	19.4		22.6		20.1		20.7	
Wall and roof material								
Mud house with thatch roof	8.1		8.3		6.5		7.3	
Mud House with Zinc roof	21.0	2.62±0.63	34.5	2.48±0.64	25.3	2.62±0.60	27.0	2.58 ± 0.62
Cement block with Zinc/Aluminum roof	71.0		57.1		68.2		65.7	
House capacity (space)								
One person per room	29.0		33.3		12.3		21.7	
Two persons per room	51.6	1.90±0.69	44.0	1.89±0.74	52.6	2.22±0.65	50.0	2.01 ± 0.70
More than two persons per room	19.4		22.6		35.1		28.3	
Toilet type								
No toilet	4.8		10.7		3.2		5.7	
Pit latrine	45.2	1.45±0.59	51.2	1.27±0.64	32.5	1.61±0.55	40.3	1.48 ± 0.60
Water system	50.0		38.1		64.3		54.0	

Source: Field survey, 2018

Respondents' level of housing conditions: Table 4.20 shows that the level of housing condition is high in Olumirin site (59.7%) and Idanre site (51.9%) but low in Ikogosi site as more of the respondents (52.4%) are categorised into the low level. Accessibility and proximity to an urban centre could be the probable reason why the level of housing condition was lower in Ikogosi site and higher in the other sites. Level of housing also indicates the extent of rurality of a community (Ekong, 2010). Using this criterion, Ikogosi will claim a higher degree of rurality than the other sites. This might help in explaining any disparity in wellbeing between the three sites.

Table 4.20. Respondents' level of housing conditions across the sites

Level of Housing condition	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Low	25	40.3	44	52.4	74	48.1	143	47.7
High	37	59.7	40	47.6	80	51.9	157	52.3
Maximum	11.00		11.00		11.00		11.00	
Minimum	6.00		5.00		4.00		4.00	
Mean±SD	7.90±1.33		7.58±1.47		7.74±1.80		7.73±1.73	

Source: Field survey, 2018

4.6.1.6 Respondents' access to basic utilities

As shown in Table 4.21 the most inaccessible utility was electricity with a high proportion (41.7%) of the respondents claiming to have no access to any form of electricity. However, 20.7% of the people indicated that electricity was very accessible to them while the remaining 37.7% had average or moderate access to electricity.

Generally, higher percentage of the respondents had access to adequate food (96.7%), communication (96.0%), health care (95.0%), clean water (94.0%), good housing (94.0%), transportation (93.3%) and school for children (94.0%). The general pattern is a fair reflection of the pattern in the different sites.

The FGD sessions gave some clarifications concerning the nature of some of the utilities such as water and health care that were claimed to be accessible. A participant in the FGD women group at Erin Ijesha said, *“Government water doesn't run. We depend on wells, and rivers and the water from them is clean, good and available all the time.”*

FGD participants in Erin-Ijesha claimed that the community is supplied with water from the falls mostly untreated. On health care services, a male participant in the FGD youth group at Erin-Ijesha said, *“We have a clinic but poorly attended because most people depend on local herbal treatments and the patent medicine stores”*.

The claim of accessibility to electricity is suspicious because responses during FGDs pointed to the fact that there was no electricity, which is a fact that is true for rural areas in Nigeria. The 20.7% claiming access to electricity were likely to be those who accessed electricity privately and mostly through power generators. Majority were deprived of access to electricity and this aligns with Adeokun, Oladoja and Olanloye (2011) who asserted that over half the population of Nigeria who are mostly in the rural areas do not have access to electricity. This means that the people were not meeting one of the basic physical needs as classified by Kahn (1979) and OECD (2015) that are necessary for quality living.

Similarly, good water is classified as one of the basic physical needs that are essential for healthy living (Kahn, 1979 and Adesogan, 2013). Though, the quantitative result in Table 4:17 indicates good access to clean water, the FGD feedback indicated that available water was not treated. Lack of potable, water is one of the major challenges

facing rural communities (Ekong, 2010 and Ashimolowo, 2011) and could be expected to have negative effect on the wellbeing of the people.

Accessibility to utilities remains a topical challenge and a defining border that separates an urban from the rural areas. Thus, Ekong (2010) listed utilities such as pipe-borne water supply, electricity supply, schools, hospital and so on as features that define urbanisation and aid its superior wellbeing status.

Table 4.21. Respondents' access to utilities across the sites

Utility	Olumirin (n=62)					Ikogosi (n=84)					Idanre (n=154)					All sites (n=300)				
	NA %	A %	VA %	Mean	Rank	NA %	A %	VA %	Mean	Rank	NA %	A %	VA %	Mean	Rank	NA %	A %	VA %	Mean	Rank
Clean water	4.8	40.3	54.8	1.50	2 nd	14.3	60.7	25.0	1.10	6 th	1.9	66.2	31.8	1.30	3 rd	6.0	59.3	34.7	1.29	3 rd
Health-care	6.5	58.1	35.5	1.29	7 th	13.1	61.9	25.0	1.11	5 th	6.5	58.1	35.5	1.27	5 th	5.0	66.3	28.7	1.23	7 th
Communication	3.2	43.5	53.2	1.50	2 nd	9.5	47.6	42.9	1.33	2 nd	1.3	64.3	34.4	1.33	2 nd	4.0	55.3	40.7	1.36	2 nd
Electricity	22.6	40.3	37.1	1.14	8 th	83.3	13.1	3.6	0.20	8 th	26.6	50.0	23.4	0.97	8 th	41.7	37.7	20.7	0.79	8 th
Adequate food	1.6	35.5	62.9	1.61	1 st	8.3	46.4	45.2	1.36	1 st	1.3	63.0	35.7	1.34	1 st	3.3	52.7	44.0	1.41	1 st
Good housing	6.5	50.0	43.5	1.37	5 th	13.1	60.7	26.2	1.13	4 th	1.9	67.5	30.5	1.29	4 th	6.0	62.0	32.0	1.26	4 th
Transportation	3.2	45.2	51.6	1.48	4 th	19.0	53.6	27.4	1.08	7 th	1.3	70.8	27.9	1.26	6 th	6.7	60.7	32.6	1.26	4 th
School for children	9.7	46.8	43.5	1.34	6 th	8.3	61.9	29.8	1.21	3 rd	3.2	69.5	27.3	1.24	7 th	6.0	62.7	31.3	1.25	6 th

NA = Not Accessible, A = Accessible, VA = Very Accessible

Source: Field survey, 2018

Respondents' level of access to utilities: Table 4.22 shows that the level of access to utilities was generally low across the sites. About 60.0% of the respondents were in the low level of access to utilities. Olumirin site had the lowest proportion (53.2%) in the low level. This is in consonance with Ekong (2010) who had asserted the paucity of utilities in the rural areas of Nigeria. This is what the production theory refers to as part of the production assets that households possess and aiding their productivity and production. It can therefore be expected that where there was paucity of production assets, production activities would be hindered and the expected positive effect of adequate production on wellbeing would be lost.

Table 4.22. Respondents' level of access to utilities across the sites

Level of access to utilities	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Low	33	53.2	48	57.1	99	64.3	180	60.0
High	29	46.8	36	42.9	55	35.7	120	40.0
Maximum	16.00		16.00		16.00		16.00	
Minimum	5.00		3.00		3.00		3.00	
Mean±SD	10.66±3.61		10.11±3.96		9.39±2.99		9.86±3.44	

Source: Field survey, 2018

4.6.1.7 Respondents' level of objective wellbeing: The level of objective wellbeing, which defines the material, and economic wellbeing of the respondents was generally low as 58.5% of all respondents fall into the worse-off category (Table 4.28). It is a reflection of the aggregate material wellbeing in the three selected tourist sites. Apart from Olumirin where 54.8% of the respondents were better-off, the others – Ikogosi and Idanre sites were 66.7% and 59.1% worse off respectively. The finding here aligns with Ekong (2010) and Adeola (2011) who identified that low material and economic wellbeing is a major characteristic of the rural households in Nigeria and southwestern Nigeria respectively.

Table 4.23. Respondents' level of objective wellbeing across the sites

Level of objective wellbeing	Olumirin (n= 62)		Ikogosi (n=84)		Idanre (n= 154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Better off	34	54.8	28	33.3	63	40.9	125	41.7
Worse off	28	45.2	56	66.7	91	59.1	175	58.5
Maximum	18.81		9.59		12.13		18.81	
Minimum	0.13		0.19		1.17		0.13	
Mean±SD	6.08±2.91		4.59±1.80		5.37±0.80		5.30±2.23	

Source: Field survey, 2018

4.6.2 Respondents' subjective wellbeing

The subjective wellbeing scale measured subjectively the following domains: emotional disposition, satisfaction status, vitality and health status, resilience and self-esteem, positive functioning, social disposition and sense of environmental safety and security of the respondents. Table 4.24 shows the analysis of responses by the respondents accordingly while Tables 4.25 to 4.31 show the level of each of the domains of subjective wellbeing.

Table 4.24. Respondents' subjective wellbeing domains across the sites

S/N	Subjective statements	Olumirin (n= 62)					Ikogosi (n=84)					Idanre (n=154)					All sites (n=300)					Mean±SD
		AT %	MT %	ST %	NT %	Mean ±SD	AT %	MT %	ST %	NT %	Mean ±SD	AT %	MT %	ST %	NT %	Mean n±SD	AT %	MT %	ST %	NT %		
A Emotional Well-being																						
1	I am a happy person	59.7	35.5	4.8	-	2.54	48.8	40.5	9.5	1.2	2.36	81.8	13.6	2.6	1.9	2.75	68.0	25.7	5.0	1.3	2.60 ± 0.64	
2	I like to make others happy	54.8	40.3	4.8	-	2.50	54.8	45.2	-	-	2.54	74.0	24.7	1.3	-	2.72	64.7	33.7	1.7	-	2.63 ± 0.51	
3	I have good feelings towards people around me	54.8	41.9	-	3.2	2.48	42.9	53.6	3.6	-	2.39	68.2	31.2	0.6	-	2.67	58.3	39.7	1.3	0.7	2.56 ± 0.56	
4	I do feel unhappy occasionally	21.0	29.0	33.9	16.1	1.54	23.8	17.9	45.2	13.1	1.52	18.2	10.4	63.0	8.4	1.38	20.3	16.3	52.0	11.3	1.46 ± 0.94	
5	I do feel unhappy more of the time	9.7	14.5	19.4	56.5	0.77	4.8	11.9	35.7	47.6	0.73	7.8	3.9	10.4	77.9	0.42	7.3	8.3	19.3	65.0	0.58 ± 0.92	
6	I am usually afraid	8.1	3.2	30.6	58.1	0.61	3.6	10.7	44.0	41.7	0.76	7.8	2.6	27.9	61.7	0.56	6.7	5.0	33.0	55.3	0.63 ± 0.86	
7	I am usually angry	11.3	1.6	37.1	50.0	0.74	4.8	9.5	48.8	36.9	0.82	7.8	5.8	37.0	49.4	0.72	7.7	6.0	40.3	46.0	0.75 ± 0.88	
B Satisfying Life																						
8	I am satisfied with my life overall	38.7	40.3	16.1	4.8	2.12	22.6	40.5	17.9	19.0	1.67	63.6	27.3	6.5	2.6	2.52	47.0	33.7	11.7	7.7	2.20 ± 0.92	
9	I am satisfied with the rural environment and the conditions I live and work	58.1	33.9	8.1	-	2.50	28.6	42.9	11.9	16.7	1.83	47.4	34.4	16.2	1.9	2.27	44.3	36.7	13.3	5.7	2.20 ± 0.87	
10	I am satisfied with the quality and quantity of food I eat.	58.1	38.7	3.2	-	2.54	29.8	42.9	14.3	13.1	1.89	57.8	35.7	5.8	0.6	2.51	50.0	38.3	7.7	4.0	2.34 ± 0.79	
11	I am satisfied with the accommodation I have	53.2	40.3	4.8	1.6	2.45	20.2	39.3	25.0	15.5	1.64	56.5	29.9	11.7	1.9	2.40	45.7	34.7	14.0	5.7	2.20 ± 0.89	
12	I am satisfied with access to communication	38.7	56.5	3.2	1.6	2.3	15.5	58.3	19.0	7.1	1.82	53.2	39.0	3.9	3.9	2.42	39.7	48.0	8.0	4.3	2.23 ± 0.77	
13	I am satisfied with the income I make from my	46.8	32.3	19.4	1.6	2.24	14.3	25.0	27.4	33.3	1.20	39.6	36.4	17.5	6.5	2.09	34.0	32.3	20.7	13.0	1.87 ±	

Table 4.24. Respondents' subjective wellbeing domains across the sites (cont'd)

S/N	Subjective statements	Olumirin (n= 62)					Ikogosi (n=84)					Idanre (n=154)					All sites (n=300)					Mean±SD
		AT %	MT %	ST %	NT %	Mean ±SD	AT %	MT %	ST %	NT %	Mean ±SD	AT %	MT %	ST %	NT %	Mean ±SD	AT %	MT %	ST %	NT %	Mean±SD	
	main occupation																					1.02
14	I am satisfied with the income I make from tourism activities	27.4	14.5	32.3	25.8	1.44	4.8	19.0	22.6	53.6	0.75	27.9	18.2	20.8	33.1	1.40	21.3	17.7	23.7	37.3	1.23 ± 1.16	
15	I am satisfied with physical, financial and human assets	38.7	40.3	17.7	3.2	2.14	8.3	26.2	39.3	26.2	1.17	24.7	21.4	46.1	7.8	1.63	23.0	26.7	38.3	12.0	1.61 ± 0.97	
16	I am satisfied with the attention to my health and available health facilities	33.9	46.8	16.1	3.2	2.11	10.7	41.7	25.0	22.6	1.40	42.2	44.2	10.4	3.2	2.25	31.7	44.0	15.7	8.7	1.99 ± 0.91	
17	I am satisfied with the level of my family education	35.5	37.1	21.0	6.5	2.01	23.8	39.3	22.6	14.3	1.72	0.6	46.1	41.6	9.1	2.52	37.7	40.0	15.3	6.7	2.19 ± 1.99	
	C Vitality and Health.																					
18	I am having sufficient energy	43.5	41.9	11.3	3.2	2.25	42.9	34.5	19.0	3.6	2.17	68.8	25.3	3.9	1.9	2.61	56.3	31.3	9.7	2.7	2.41 ± 0.77	
19	I am feeling well-rested and healthy	43.5	41.9	11.3	3.2	2.25	41.7	33.3	22.6	2.4	2.14	70.1	25.3	4.5	-	2.66	56.7	31.0	11.0	1.3	2.43 ± 0.73	
20	I am feeling physically active	48.4	37.1	11.3	3.2	2.31	44.0	34.5	19	2.4	2.20	68.8	26.0	5.2	-	2.63	57.7	30.7	10.3	1.3	2.45 ± 0.73	
	D Resilience and Self-esteem																					
21	I am feeling good about myself and my involvement in tourism activities.	38.7	24.2	19.4	17.7	1.84	19.0	36.9	22.6	21.4	1.53	34.4	31.2	19.5	14.9	1.85	31.0	31.3	20.3	17.3	1.76 ± 1.07	
22	I am feeling optimistic about my future.	48.4	38.7	11.3	1.6	2.34	41.7	38.1	16.7	3.6	2.18	76.6	19.5	3.2	0.6	2.72	61.0	28.7	8.7	1.7	2.49 ± 0.72	
23	I am being able to deal with life's difficulties	41.9	37.1	14.5	6.5	2.14	26.2	46.4	25.0	2.4	1.96	68.8	24.0	5.8	1.3	2.60	51.3	33.0	13.0	2.7	2.33 ± 0.80	
	E Positive functioning																					
24	I am satisfied that I am free to do what I want to do for living	53.2	37.1	6.5	3.2	2.40	39.3	36.9	10.7	13.1	2.02	75.3	20.1	1.9	2.6	2.68	60.7	28.3	5.3	5.7	2.44 ± 0.83	
25	I am satisfied that I have time to do what I want to do for living	54.8	33.9	6.5	4.8	2.38	39.3	35.7	11.9	13.1	2.01	72.7	23.4	2.6	1.3	2.67	59.7	29.0	6.0	5.3	2.43 ± 0.82	

Table 4.24 Respondents' subjective wellbeing domains across the sites (cont'd)

S/N	Subjective statements	Olumirin (n= 62)					Ikogosi (n=84)					Idanre (n=154)					All sites (n=300)				
		AT %	MT %	ST %	NT %	Mean ±SD	AT %	MT %	ST %	NT %	Mean ±SD	AT %	MT %	ST %	NT %	Mea n±S D	AT %	MT %	ST %	NT %	Mean±S D
26	I am satisfied with my accomplishment from what I do for living	35.5	37.1	22.6	4.8	2.0	27.4	28.6	28.6	15.5	1.68	52.6	30.5	14.9	1.9	2.34	42.0	31.3	20.3	6.3	2.09 ± 0.93
27	I am satisfied that I am able to make use of my abilities to get engaged in livelihood activities	48.4	37.1	11.3	3.2	2.31	29.8	40.5	20.2	9.5	1.90	65.6	28.6	3.9	1.9	2.58	52.0	33.7	10.0	4.3	2.33 ± 0.82
28	I am satisfied that I am fully absorbed in what I am doing	40.3	33.9	19.4	6.5	2.08	27.4	35.7	21.4	15.5	1.75	64.9	26.0	6.5	2.6	2.53	49.3	30.3	13.3	7.0	2.22 ± 0.93
29	I am satisfied with the opportunities that I have to learn from my involvement in tourism activities	32.3	29.0	19.4	19.4	1.74	27.4	22.6	22.6	27.4	1.50	60.4	21.4	1.3	16.9	2.25	45.3	23.3	11.0	20.3	1.94 ± 1.74
30	I am satisfied that what I do is valuable and worthwhile to me	50.0	32.3	12.9	4.8	2.27	29.8	34.5	20.2	15.5	1.79	72.1	20.8	5.2	1.9	2.62	55.7	27.0	11.0	6.3	2.32 ± 0.90
31	I am satisfied that what I do is valued by others	37.1	40.3	12.9	9.7	2.04	33.3	32.1	27.4	7.1	1.92	71.4	21.4	6.5	0.6	2.63	53.7	28.3	13.7	4.3	2.31 ± 0.86
F Social Well-being																					
32	I am satisfied that I pay tax and vote in elections	56.5	17.7	22.6	3.2	2.27	39.3	26.2	16.7	17.9	1.86	58.4	29.9	9.1	2.6	2.44	52.7	26.3	14.0	7.0	2.25 ± 0.94
33	I am satisfied with the extent and quality of my interactions in social groups and family	51.6	43.5	3.2	1.6	2.45	42.9	35.7	19.0	2.4	2.19	64.9	31.8	3.2	-	2.62	56.0	35.3	7.7	1.0	2.46 ± 0.68
34	I am satisfied with the support I receive from friends and others in time of needs	46.8	38.7	11.3	3.2	2.29	28.6	48.8	15.5	7.1	1.98	64.9	29.2	5.8	-	2.59	51.0	36.7	9.7	2.7	2.36 ± 0.76
35	I am satisfied with the level of trust I have for other people	41.9	45.2	9.7	3.2	2.25	28.6	52.4	11.9	7.1	2.02	63.6	28.6	6.5	1.3	2.55	49.3	38.7	8.7	3.3	2.34 ± 0.77
36	I am satisfied with the amount of fair treatment and respect I receive from others	40.3	43.5	16.2	-	2.24	27.4	53.6	14.3	4.8	2.04	64.9	29.2	5.2	0.6	2.58	49.3	39.0	10.0	1.7	2.36 ± 0.72

Table 4.24. Respondents’ subjective wellbeing domains across the sites (cont’d)

S/N	Subjective statements	Olumirin (n= 62)					Ikogosi (n=84)					Idanre (n=154)					All sites (n=300)				
		AT %	MT %	ST %	NT %	Mean ±SD	AT %	MT %	ST %	NT %	Mean ±SD	AT %	MT %	ST %	NT %	Mea n±S D	AT %	MT %	ST %	NT %	Mean±S D
37	I am satisfied with my sense of belonging to my community and good rapport with people in my community	50.0	43.5	6.5	-	2.44	36.9	48.8	14.3	-	2.22	72.1	26.0	1.9	-	2.70	57.7	36.0	6.3	-	2.51 ± 0.61
38	I am satisfied that I participate actively in my community meetings and activities	48.4	43.5	8.1	-	2.40	44.0	34.5	13.1	8.3	2.14	74.0	21.4	3.2	1.3	2.68	60.3	29.7	7.0	3.0	2.47 ± 0.76
G Environment and security																					
39	I am satisfied with the physical environment in terms of roads, and other physical structures	30.6	27.4	38.7	3.2	1.85	8.3	35.7	42.9	13.1	1.39	14.9	14.3	51.9	18.8	1.25	16.3	23.0	46.7	14.0	1.42 ± 0.92
40	I am satisfied that the environment is friendly and accommodating	45.2	45.2	9.7	-	2.35	21.4	57.1	19.0	2.4	1.97	55.8	39.6	3.2	1.3	2.50	44.0	45.7	9.0	1.3	2.32 ± 0.69
41	I am satisfied that the environment is clean and healthy	45.2	45.2	9.7	-	2.35	23.8	48.8	21.4	6.0	1.90	50.0	44.2	4.5	1.3	2.43	41.7	45.7	10.3	2.3	2.27 ± 0.74
42	I am satisfied with the level of policing and crime rate. (I feel safe)	46.8	40.3	11.3	1.6	2.32	32.1	44.0	10.7	13.1	1.95	46.8	48.1	3.2	1.9	2.39	42.7	45.3	7.0	5.0	2.26 ± 0.80
43	I am satisfied that the environment is supporting our productive activities.	51.6	38.7	6.5	3.2	2.38	28.6	52.4	13.1	6.0	2.04	49.4	48.7	1.9	-	2.47	44.0	47.7	6.0	2.3	2.33 ± 0.70

AT = Always True, MT = Most Times True, ST = Some Times True, NT = Never True

Overall Mean = **2.10**

Source: Field survey, 2018

4.6.2.1 Respondent emotional wellbeing: This domain of subjective wellbeing has to do with the state of happiness, anger and fear of the respondents. Table 4.24 shows that majority (95.2%, 89.3%, 95.4% and 93.7%), of the respondents in Olumirin, Ikogosi, Idanre and in all sites (overall), respectively, claimed to be happy either always or most times. Similarly, majority of the respondents in each of the sites and overall liked to make other people happy either always or most times. Whereas 58.1%, 41.7%, 61.7% and 55.3% of the respondents in three respective sites and overall were never afraid, correspondingly 50.0%, 36.9%, 49.4% and 46.0% were never angry.

Respondents' level of emotional wellbeing: Table 4.25 reveals that the level of emotional wellbeing was high overall with 68.7% of all respondents having high emotional wellbeing. For Olumirin site, 69.4% of the respondents fall into the high-level category and for Idanre it is 78.6%. In Ikogosi site, the proportion of the respondents in the high-level category is 50% which is lower than the other sites. This was corroborated by responses during the FGD sessions in Ikogosi where participants expressed some anger and worries over the neglect of their well-endowed communities by government. However, the general results show that the respondents were happier with less anger and fear. This amounts to a high degree of emotional stability and pleasantness. According to Tinkler and Hicks (2011), emotional stability is associated with positive wellbeing.

Table 4.25. Respondents' level of emotional wellbeing across the sites

Level of Emotional wellbeing	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Low	43	69.4	42	50.0	121	78.6	206	31.3
High	19	30.6	42	50.0	33	21.4	94	68.7
Maximum	21.00		21.00		21.00		21.00	
Minimum	7.00		7.00		6.00		6.00	
Mean±SD	11.54±2.95		11.97±3.37		10.65±2.58		11.21±2.95	

Source: Field survey, 2018

Respondents' Satisfying life (Life satisfaction): The results in Table 4.24 show that majority of the respondents were satisfied with their life overall, and in most specific areas of life such as living and work environment, food consumed, accommodation, income from main occupation, health, and education. For example, as revealed in Table 4.27, 80.7% of the respondents in all sites (overall) claimed to be satisfied with life over all either always or most of the time. The proportion for Olumirin, Ikogosi and Idanre were 79.0%, 63.1% and 90.9% respectively. Similarly, most of respondents in Olumirin (96.8%) and Idanre (93.5%) with majority in Ikogosi (72.7%), and in all sites (88.39%) were satisfied with the quality and quantity of food consumed either always or most of the time. However, a little less than 50.0% of them were satisfied always or most of the time with income earned from tourism and their assets in each of the sites and overall. This suggests that the respondents were mostly satisfied with basic needs of life which are critical to well-being (McAllister, 2005). The feedback from the FGD sessions in Ikogosi confirmed that the people, despite their complaints, were truly satisfied and happy irrespective of the status of the parameters assessed above. One of the participants tried to drive home the point with a biblical quotation "Godliness with contentment is great gain", saying this aptly described their situation.

Respondents' level of satisfying life (Life satisfaction): Table 4.26 indicates a slightly high level of satisfying life in each site and overall. Olumirin had the highest proportion (58.1%) of the respondents in high level category while Idanre had the lowest proportion (51.3%). Ikogosi had 53.6% and for all sites (overall) it was 53.3%. It is likely that the higher degree of rurality in Ikogosi was responsible for the higher level of satisfying life recorded there.

Table 4.26. Respondents' level of satisfying life across the sites

Level of satisfying life	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Low	26	41.9	39	46.4	75	48.7	140	46.7
High	36	58.1	45	53.6	79	51.3	160	53.3
Maximum	60.00		30.00		30.00		60.00	
Minimum	1.00		0.00		4.00		0.00	
Mean±SD	21.91±7.62		18.81±8.52		20.00±5.97		20.06±7.17	

Source: Field survey, 2018

4.6.2.3 Vitality and health of respondents: This refers to the health and physical strength of the respondents. Majority of the respondents overall and in each site claimed to feel healthy, physically active with enough energy to live their lives. Typically, 85.5%, 78.5%, 94.8% and 88.4% of the respondents in Olumirin, Ikogosi, Idanre and in all sites (overall), respectively, claimed to be physically active either always or most of the time. The active lifestyle in rural areas seems to engender good health and vitality. This is why we found that very old were still up and doing.

Respondents' level of vitality and health: Level of health and vitality as indicated in Table 4.27 is high with Olumirin having the highest proportion (67.7%) of respondents in the high-level category. Idanre had 58.4% of respondents while the proportion for all sites (overall) was 55.7%. Ikogosi is noted, though, to have had only 41.7% of the respondents in low level category. Good health and strength is a vital indicator of a positive level of wellbeing (Tinkler and Hicks, 2011).

Table 4.27. Respondents' level of vitality and health across the sites

Level of vitality and health	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Low	20	32.3	49	58.3	64	41.6	133	44.3
High	42	67.7	35	41.7	90	58.4	167	55.7
Maximum	9.00		9.00		9.00		9.00	
Minimum	4.00		0.00		0.00		0.00	
Mean±SD	7.98±1.37		6.63±2.30		7.37±2.02		7.29±2.04	

Source: Field survey, 2018

4.6.2.4 Resilience and self-esteem of respondents: Table 4.24 shows that 89.7% of the respondents felt optimistic about their future either always or most of the time. The corresponding figures for Olumirin, Ikogosi and Idanre were 87.1%, 79.8% and 96.1% respectively. This is seemingly corroborated by the high proportion of the respondents who believed that they were able to deal with life difficulties always and most of the time. Meanwhile, 62.9%, 55.9%, 96.1% and 89.7% of respondents in Olumirin, Ikogosi, Idanre and in all sites (overall) claimed to feel good about themselves and their involvement in tourism activities either always or most of the time. This suggests that majority of the respondents had positive feeling of resilience and self-esteem. This is reflected in the level of resilience and self-esteem.

Respondents' level of resilience and self-esteem: Table 4.28 shows that the level of resilience and self-esteem is generally high, albeit, slightly at 54.7%. Olumirin had the highest level at 66.1% with Idanre following at 55.8%. However, Ikogosi had the lowest level of resilience and self-esteem as only 44.0% of the respondents were in the high level category. According to Ryff (1989), feeling of this nature has therapeutic effect on people making them psychologically fulfilled with high sense of responsibility and purpose. Thus where the level is low as in Ikogosi, psychological fulfillment and wellbeing could be negatively affected. The disparity is, perhaps, due to the disappointment the people had experienced with government's failure to sustain the tempo of activities in the warm spring resort which was considered a major endowment of their community. This much was deduced from the FGD sessions in which repeated references were made to government neglect.

Table 4.28. Respondents' level of resilience and self-esteem across the sites

Level of resilience and self esteem	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Low	21	33.9	47	56.0	68	44.2	136	45.3
High	41	66.1	37	44.0	86	55.8	164	54.7
Maximum	9.00		9.00		9.00		9.00	
Minimum	3.00		0.00		1.00		0.00	
Mean±SD	7.27±1.66		6.39±2.08		6.40±2.16		6.58±2.06	

Source: Field survey, 2018

4.6.2.5 Positive functioning of respondents: This has to do with the sense of fulfillment and accomplishment. The result shows that majority of the respondents were fulfilled and accomplished in terms of the freedom they enjoyed, time availability, sense of accomplishment, ability, focus, learning, self-worthiness, and appreciation by others. Specifically, 90.3%, 76.2%, 95.4% and 89.0% of the respondents in Olumirin, Ikogosi, Idanre and in all sites (overall), respectively, felt satisfied either always or most of the time with the level of freedom available to them to do what they wanted to do for living.

Respondents' level of positive functioning: Table 4.29 indicates that the level of positive functioning was generally high overall with 62.7% of respondents in the high level category. It was also high in Olumirin (87.1%) and Idanre (61.0%). It was, however, low in Ikogosi (47.6%). The Ikogosi situation may be due to some dissatisfaction with the neglect of the tourist site as discovered during the FGD sessions. Nevertheless, the power of positive functioning remains an important motivational tool for the people to drive themselves to success and great accomplishment (Ryff, 1989).

Table 4.29. Respondents' level of positive functioning across sites

Level of positive functioning	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Low	8	12.9	44	52.4	60	39.0	112	37.3
High	54	87.1	40	47.6	94	61.0	188	62.7
Maximum	24.00		24.00		24.00		24.00	
Minimum	2.00		0.00		0.00		0.00	
Mean±SD	20.53±4.26		16.36±7.26		18.03±5.61		18.08±6.04	

Source: Field survey, 2018

4.6.2.6 Social wellbeing of respondents: This measured the respondents' sense of fulfillment in meeting up with their social responsibilities in the community. The results show that the majority of them were satisfied always and most of the time with paying tax and voting in elections, extent and quality of their interactions with other people support from friends, mutual trust with people and communal acceptance. For example, 74.2%, 65.5%, 88.39% and 79.0% of the respondents in Olumirin, Ikogosi, Idanre and in all sites (overall), respectively, felt satisfied always and most of the time with meeting tax and election obligations. Also, 91.9%, 78.5%, 95.4% and 90.0 of the respondents respectively were satisfied either always or most of the time, with their participation in community meetings and activities.

Respondents' level of social wellbeing: The level of social wellbeing was highest in Olumirin (72.6%) while it was low in Ikogosi (46.4%). For Idanre site, the level was slightly high at 57.1%. The level for all sites (overall) was also slightly high at 57.3%. Low level of commercial activities could have been responsible for the low level of social wellbeing in Ikogosi. This result implies that the majority of the respondents had good and positive relationship with the others. FGD report corroborated this position as all participants alluded to high social relationship and responsibility in their communities. NEF (2016) acknowledged that the social components are vital indicators of a flourishing life; that is high level of wellbeing.

Table 4.30. Respondents' level of social wellbeing across the sites

Level of social wellbeing	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Low	17	27.4	45	53.6	66	42.9	128	42.7
High	45	72.6	39	46.4	88	57.1	172	57.3
Maximum	12.00		16.00		13.00		16.00	
Minimum	3.00		1.00		1.00		1.00	
Mean±SD	10.45±4.10		11.62±5.23		10.84±3.78		11.07±4.60	

Source: Field survey, 2018

4.6.2.7 Environment and security of respondents: The results in Table 4.24 show that majority of the respondents were satisfied either always or most of the time with the community friendliness, environmental cleanness and healthiness, policing and safety; and the support from the community. For example, 90.4%, 78.5%, 95.4% and 89.7% of respondents in Olumirin, Ikogosi, Idanre and in all sites (overall), respectively, were either always or most time satisfied with the friendliness of the environment. Similarly, 90.3%, 81.0%, 98.1% and 91.7% of the respondents in the respective sites were either always or most time satisfied with support from the community. However, satisfaction with the physical environment in terms of infrastructures such as roads and power supply is low as 39.3%, 29.2% and 44.0% of the respondents in Ikogosi, Idanre and in all sites (overall), respectively, claimed to be satisfied always and most of the time with available infrastructures. Only Olumirin site had a fairly high proportion (58.0%) of respondents claiming satisfaction with infrastructures and environment. However, the FGD report suggests otherwise.

Respondents' level of environment and security: Though Olumirin and Idanre sites had 50% of the respondents in both low and high level categories; the level of environment and security is low as 52.0% of all respondents were in the low level category (Table 4.31). Ikogosi had 42.9% of the respondents in the high-level category. This suggests a high level of dissatisfaction with environment and security, which was corroborated by the FGD and IDI reports, which showed that participants complained repeatedly about lack of infrastructures. Given that OECD (2015) and Nimpagaritse and Culver (2010) accepted and opined that environment and security are relevant in influencing the wellbeing of a community, it would be right to expect that the low level of environment and security would be inimical to wellbeing of the respondents in this study.

Table 4.31. Respondents' level of environment and security across the sites

Level of environment and security	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Low	31	50.0	48	57.1	77	50.0	156	52.0
High	31	50.0	36	42.9	77	50.0	144	48.0
Maximum	21.00		15.00		21.00		15.00	
Minimum	8.00		0.00		7.00		0.00	
Mean±SD	10.84±2.60		10.26±3.80		17.03±3.78		10.56±2.86	

Source: Field survey, 2018

4.6.2.8 Respondents' level of subjective wellbeing: The result as presented in Table 4.32 shows that the level of subjective wellbeing was high and this is because the respondents demonstrated positive inclinations and psychological state of mind, which is the focus of subjective measurement (OECD, 2017). The table shows that subjective wellbeing was quite better off in Idanre site (73.4% in better off category), slightly better off in Olumirin site (51.6% in better off category) and quite worse off in Ikogosi site (67.9% in worse off category). The overall subjective wellbeing was better off, slightly though with 57.3% of all respondents in better off category.

However, some grey areas where respondents expressed low satisfaction were identified. These grey areas which include income from main occupation, income from tourism activities, physical, financial and human assets, health care and health facilities, feeling good about self and involvement in tourism activities, learning from involvement in tourism activities and environmental infrastructures have mean values that fall below the benchmark mean . This informs that respondents had reservation about their health and financial status, the extent of their involvement and income from tourism activities, and environmental infrastructures among others.

The FGD sessions gave credence to the above assertion. A number of FGD participants across the various communities chorused the fact that people in the communities were not pleased but contented with whatever they had or that life might bring their way. Nevertheless, they desired better roads, health facilities, good education for their children and opportunities to make more money from tourism.

The disposition of the respondents as expressed above is a reflection of the simplicity, which Ekong (2010) and Ashimolowo (2011) listed as one of the notable characteristics of the rural dwellers.

Table 4.32. Respondents' level of subjective wellbeing across the sites

Level of subjective wellbeing	Olumirin (n= 62)		Ikogosi (n=84)		Idanre (n= 154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Better off	32	51.6	27	32.1	113	73.4	172	57.3
Worse off	30	48.4	57	67.9	41	26.6	128	42.7
Maximum	4.86		4.23		5.73		5.73	
Minimum	0.92		0.00		0.49		0.00	
Mean±SD	3.06±0.98		2.37±0.99		3.39±0.80		3.04±1.00	

Source: Field survey, 2018

4.6.3. Respondents' level of wellbeing

Table 4.33 shows the categorization of wellbeing into two levels of better off and worse off. The table shows that the general level of wellbeing was relatively better off, albeit, slightly. A higher proportion (50.7%) of the respondents falls into the better-off category of wellbeing, while 49.3% of the respondents fall into the worse-off category. The table also shows the level of wellbeing in each of the sites. While the level of wellbeing was 56.5% better off in Olumirin site, it was 73.8% worse off in Ikogosi site and in Idanre it was 50.0% either way. The result for Olumirin seems to contradict while Ikogosi result aligns with that of Adeyemo and Oni (2013) who had reported that wellbeing of rural households is worse off in southwestern Nigeria.

The distribution in Table 4.35 shows that there is only a slight difference between the proportion of respondents who were better-off and that of those who were worse-off. Given that the objective wellbeing indicated a worse off status, subjective wellbeing must have accounted for the slight better off status of the overall wellbeing. The apparent effect of cocoa production and merchandising in Idanre, in particular, was expected to have largely influenced the objective wellbeing but failed to do so as objective wellbeing status for Idanre and the overall was worse off. Table 4.34 highlights the disparity on the basis of proximity of communities to the tourist sites. Respondents in the host communities were 54.2% worse off while the proximate communities were 55.1% better off. Since the level of involvement was low due, partly to low tempo of activities at the sites, the effect of engagement in other activities which might include cocoa production and merchandising could have been responsible for the better off status in Olumirin and Idanre.

It is also possible that the incursion of new urban businesses through the youths, mostly, who had access to the internet could have created some other money-making opportunities. The indication to this was given during an IDI session with one of the high chiefs in Odode Idanre who complained about the youths abandoning the tourist site for the more cash-yielding internet business. The table also shows the higher level of subjective wellbeing, which must have impacted strongly on the overall wellbeing.

Table 4.33. Respondents' level of wellbeing across the sites

Level of wellbeing	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%
Better off	35	56.5	22	26.2	77	50.0	152	50.7
Worse off	27	43.5	62	73.8	77	50.0	148	49.3
Maximum	21.92		13.62		16.51		21.92	
Minimum	1.25		2.00		2.64		1.25	
Mean±SD	9.15±3.43		6.97±2.35		8.76±2.49		5.40±2.78	

Source: Field survey, 2018

Table 4.34. Respondents' level of wellbeing in host and proximate communities across the sites

Level of wellbeing	Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	Host (n=32)	Prox (n=30)	Host (n=32)	Prox (n=52)	Host (n=80)	Prox (n=74)	Host (n=144)	Prox (n=156)
	%	%	%	%	%	%	%	%
Better off	53.1	60.0	12.5	34.6	45.0	55.4	45.8	55.1
Worse off	46.9	40.0	87.5	65.4	55.0	44.6	54.2	44.9
Maximum	16.59	21.92	13.62	11.56	14.12	16.51	16.59	21.92
Minimum	1.25	4.67	2.51	2.00	3.29	2.64	1.25	2.0
Mean±SD	9.30±3.46	8.99±3.45	6.39±2.44	7.32±2.25	8.67±2.57	8.86±2.43	8.31±2.94	8.37±2.69

Source: Field survey, 2018

Table 4.35. Comparative presentation of respondents' levels of wellbeing across the sites

Level of wellbeing	Objective wellbeing								Subjective wellbeing								Overall wellbeing							
	Olumirin (n= 62)		Ikogosi (n=84)		Idanre (n= 154)		All sites (n=300)		Olumirin (n= 62)		Ikogosi (n=84)		Idanre (n= 154)		All sites (n=300)		Olumirin (n=62)		Ikogosi (n=84)		Idanre (n=154)		All sites (n=300)	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Better off	34	54.8	28	33.3	63	40.9	125	41.7	32	51.6	27	32.1	113	73.4	172	57.3	35	56.5	22	26.2	77	50.0	152	50.7
Worse off	28	45.2	56	33.3	91	59.1	175	58.5	30	48.4	57	67.9	41	26.6	128	42.7	27	43.5	62	73.8	77	50.0	152	49.3
Maximum	18.81		9.59		12.13		18.81		4.86		4.23		5.73		5.73		21.92		13.62		16.51		21.92	
Minimum	0.13		0.19		1.17		0.13		0.92		0.00		0.49		0.00		1.25		2.00		2.64		1.25	
Mean±SD	6.08±2.91		4.59±1.80		5.37±0.80		5.30±2.23		3.06±0.98		2.37±0.99		3.39±0.80		3.04±1.00		9.15±3.43		6.97±2.35		8.76±2.49		5.40±2.78	

Source: Field survey, 2018

4.7 Results of hypotheses testing

4.7.1 Hypothesis One (H₀₁): There is no significant relationship between selected socio-economic characteristics and level of wellbeing in the study area.

Tables 4.36 and 4.37 present the results in respect of hypothesis one. For Olumirin site only household size ($r = 0.388$, $p = 0.002$) had significant relationship with wellbeing. The Ikogosi site had the following socio economic variables in significant relationship with the level of wellbeing: sex ($\chi^2 = 8.091$, $p = 0.004$), religion ($\chi^2 = 4.028$, $p = 0.045$), marital status ($\chi^2 = 8.427$, $p = 0.038$), formal education ($r = 0.362$, $p = 0.000$) and average income ($r = 0.221$, $p = 0.043$) while Idanre site had religion ($\chi^2 = 10.030$, $p = 0.007$), marital status ($\chi^2 = 2.000$, $p = 0.038$), age ($r = 0.187$, $p = 0.020$), household size ($r = 0.217$, $p = 0.007$) and average income ($r = 0.315$, $p = 0.000$) in significant relationship with wellbeing. All the above variables were significantly related to wellbeing at the overall (all sites) level as well.

Thus, for these variables with significant relationship hypothesis one is rejected while it is accepted for those without significant relationship such as primary occupation ($\chi^2 = 13.42$, $p = 0.201$), age ($r = 0.020$, $p = 0.726$) and years of farming/enterprise experience ($r = -0.017$, $p = 0.772$) at the overall level. The respective χ^2 and r-values for all the significant variables indicate positive relationship with wellbeing. That is, the higher the value of the variables, the higher the level of wellbeing is expected to be. Only farming/enterprise experience has negative or inverse relationship with the dependent variable. This means that the more years of experience, the lower the level of wellbeing. This can be attributed to the fact that wellbeing might deteriorate with old age, as the older ones were likely to have more years of experience. However, farming experience is overlooked since it is not significant in relationship. The policy implication is that variables with significant relationship should be given more attention to effect changes in wellbeing status of the people.

Table 4.36. Relationship between socio-economic characteristics (with nominal values) and wellbeing of respondents across the sites

Variable	Olumirin (n=62)				Ikogosi (n=84)				Idanre (n=154)				All sites (n=300)			
	df	X ²	P	Remarks	df	X ²	P	Remarks	df	X ²	P	Remarks	df	X ²	P	Remarks
Sex	1	1.706	0.18	NS	1	8.091	0.004	S	1	1.090	0.297	NS	1	9.38	0.02	S
Religion	1	4.692	0.30	NS	1	4.028	0.045	S	2	10.030	0.007	S	2	7.73	0.021	S
Marital Status	3	4.035	0.258	NS	3	8.427	0.038	S	3	2.00	0.038	S	3	17.13	0.001	S
Primary Occupation	5	2.234	0.816	NS	6	4.522	0.608	NS	6	7.412	0.282	NS	10	13.42	0.201	NS
Secondary Occupation	6	10.587	0.102	NS	4	7.936	0.094	S	4	7.936	0.094	S	8	20.98	0.007	S
Membership of social group	1	0.281	0.596	NS	1	0.929	0.335	NS	1	7.930	0.005	S	1	4.153	0.042	S

df = degree of freedom, X² = Chi-square Coefficient, P = Significance level, S = Significant, NS = Not significant

Source: Field survey, 2018

Table 4.37. Relationship between socio-economic characteristics (with interval values) and wellbeing of respondents across the sites

Variable	Olumirin (n=62)			Ikogosi (n=84)			Idanre (n=154)			All sites (n=300)		
	R	P	Remarks	r	P	Remarks	r	P	Remarks	r	P	Remarks
Age	-0.143	0.266	NS	-0.128	0.247	NS	0.187	0.020	S	0.020	0.726	NS
Year of Formal Education	0.116	0.369	NS	0.362	0.001	S	0.131	0.106	NS	0.240	0.00	S
Household Size	0.388	0.002	S	0.098	0.377	NS	0.217	0.007	S	0.270	0.00	S
Average Income	0.156	0.226	NS	0.221	0.043	S	0.315	0.00	S	0.144	0.013	S
Farming Experience	-0.37	0.717	NS	-0.157	0.153	NS	0.056	0.492	NS	-0.017	0.772	NS

r = correlation coefficient, P = Level of significance, S = Significant, NS = Not Significant

Source: Field survey, 2018

Crosstab analysis: Further results from crosstab analysis of socio-economic characteristics within categories of wellbeing in Table 4.38 show that:

- i. More of the males were better off while more of females were worse off.
- ii. More of Christians were better off while more of Muslims were worse off
- iii. More of the married were better off while more of the singles, divorced and widows were worse off.
- iv. More of farmers, traders and civil servants were better off while more of artisans were worse off.
- v. More of respondents with secondary occupation were better off while more of those without secondary occupation were worse off.
- vi. More of respondents who belonged to social groups were better off while more of those who did not belong to social groups were worse off.

The crosstab results agree with postulations by Adeyemo and Oni (2013) who identified a number of socio-economic characteristics such as age, sex, marital status, religion, education, occupation, household size and so on as being among the determinants of wellbeing in the rural areas. However, while Adeyemo and Oni (2013) reported that the females and the singles had better wellbeing, the result here shows that it was the males and the married who had higher wellbeing. Thus, policies and interventions that are targeted at up scaling the wellbeing of the people must take cognizance of issues that address variations from location to location and across parameters such as gender, age, level of education and so on to avoid a lopsided approach in attempts to help the people.

Table 4.38. Crosstab analysis of selected socio-economic characteristics within the levels of wellbeing of respondents

Socio-economic Characteristics		Level of Wellbeing		Total
		Worse off	Better off	
Sex	Male	84	107	191
	Female	64	45	109
Marital Status	Single	16	5	21
	Married	98	133	231
	Divorced	4	2	6
Religion	Widowed	30	12	42
	Christianity	119	131	250
	Islam	28	16	44
Primary Occupation	Traditional	1	5	6
	Farming	62	70	132
	Trading	46	47	93
	Artisan	21	15	36
	Civil Servant	15	17	32
Secondary Occupation	Others	4	3	7
	No	44	14	58
Membership of Social group	Yes	104	138	242
	No	24	11	35
	Yes	124	141	265

Source: Field survey, 2018.

4.7.2 Hypothesis two (H₀₂): There is no significant relationship between attitude and wellbeing across the selected tourist sites in the study area.

The result in Table 4.39 shows the relationship between attitude of respondents and their wellbeing in the three selected sites and overall. Attitude did not have significant relationship with wellbeing in Olumirin ($r = 0.141$, $p = 0.273$), Ikogosi ($r = 0.012$, $p = 0.915$) and in all sites (overall) ($r = -0.020$, $p = 0.729$). However, the relationship is significant but inverse in Idanre site where $r = -0.195$, $p = 0.015$. Thus, the hypothesis is accepted for Idanre site but rejected for other sites. Positive attitude has been portrayed as a motivation of people's support for tourism in terms of participation and contribution (Afthanorhan, Awang and Fazella, 2017). Thus, the right attitude is expected to stimulate higher level of involvement in tourism activities. This study reveals that attitude was unfavourable in Olumirin and Ikogosi but highly favourable in Idanre but without significant relationship with wellbeing.

Table 4.39. Relationship between attitude to tourism activities and wellbeing of respondents across the sites

Variable	Olumirin (n=62))			Ikogosi (n=84)			Idanre (n=154)			All sites (n=300)		
	R	P	Remarks (Decision)	r	P	Remarks (Decision)	r	P	Remarks (Decision)	r	P	Remarks (Decision)
Attitude	0.141	0.273	NS (H ₀ 2 accepted)	0.012	0.915	NS (H ₀ 2 accepted)	-0.195	0.015	S (H ₀ 2 rejected)	-0.020	0.729	NS (H ₀ 2 accepted)

r = Correlation coefficient, P = Level of significance, NS = Not Significant, S = Significant

Source: Field survey, 2018

4.7.3 Hypothesis three (H₀₃): There is no significant relationship between constraints and wellbeing across the selected tourist sites in the study area.

The result in Table 4.40 indicates that there was significant relationship between constraints and level of wellbeing in Olumirin site ($r = 0.308$, $p = 0.015$), Idanre ($r = 0.290$, $p = 0.000$) and in all sites overall ($r = 0.193$, $p = 0.001$). There was no significant relationship between constraints and wellbeing in Ikogosi site. The relationship, as indicated by the positive r value, shows that constraints and level of wellbeing move in the same direction. This is against a priori expectation as constraints are supposed to be limiting factors by nature. The result could be because the constraints were not severe enough as earlier noted. It is also possible and most likely here that existing and identified constraints were well mitigated with coping strategies and good management. According to Ewebiyi (2014), coping strategies are used by rural households to mitigate constraints to their livelihood.

Table 4.40. Relationship between constraints and wellbeing of respondents across the sites

Variable	Olumirin (n=62)			Ikogosi (n=84)			Idanre (n=154)			All sites (n=300)		
	r	P	Remark (Decision)	r	P	Remark (Decision)	r	P	Remark (Decision)	r	P	Remark (Decision)
Constraints	0.308	0.015	S (H ₀ 3 rejected)	-0.061	0.578	NS (H ₀ 3 accepted)	0.290	0.000	S (H ₀ 3 rejected)	0.193	0.001	S (H ₀ 3 rejected)

r = Correlation coefficient, P = Level of significance, S = Significant,

Source: Field survey, 2018

4.7.4 Hypothesis four (H₀₄): There is no significant relationship between perceived benefits and wellbeing across the selected sites in the study area.

The result in Table 4.41 shows that there was no significant relationship between perceived benefits from involvement in tourism activities and respondents' level of wellbeing for Olumirin site ($r = 0.119$, $p = 0.358$), Ikogosi site ($r = -0.159$, $p = 0.149$) and all sites ($r = 0.119$, $p = 0.39$). The relationship was, however, significant for Idanre site ($r = 0.269$, $p = 0.001$). Ibimilua (2009) identified the people's perception as one factor that motivated communities to participate in tourism in Ekiti state. Given also that Bakare and Oladeji (2011), Ijeomah (2012), Tsephe and Obono (2013) and Adebayo *et al*, (2014) had acknowledged that benefits do accrue from tourism activities, it is logical to expect that well perceived benefits should have stimulated high level of involvement. The reality from this study defies the logic as level of involvement was low. This means that the factors that engender low involvement had superior influence than attitude.

Though the level of perceived benefits was high, it was possible that the benefits could have been overshadowed by the magnitude and accessibility of benefits from other livelihood activities or that the benefits remained at the realm of perception. This, however, does not dispute the fact that benefits were accruable from involvement in tourism activities in the study area.

Table 4.41. Relationship between perceived benefits and wellbeing of respondents across the sites

Variable	Olumirin (n=62)			Ikogosi (n=84)			Idanre (n=154)			All sites (n=300)		
	R	P	Remarks (Decision)	r	P	Remarks (Decision)	r	P	Remarks (Decision)	r	P	Remarks (Decision)
Benefits	0.119	0.358	NS (H ₀ 4 accepted)	-0.159	0.149	NS (H ₀ 4 accepted)	0.269	0.001	S (H ₀ 4 rejected)	0.119	0.39	NS (H ₀ 4 accepted)

r = Correlation coefficient, P = Level of significance, NS = Not Significant

Source: Field survey, 2018

4.7.5 Hypothesis five (H₀₅): There is no significant relationship between involvement in tourism activities and wellbeing across the selected sites in the area of study.

Table 4.42 shows that there was significant relationship between level of involvement and the level of wellbeing of rural households for all and each of the sites in the study area. Therefore, hypothesis five stands rejected. It is important to note that the correlation coefficient was positive for all sites (overall), Olumirin and Idanre. This implies that involvement and wellbeing were related and moved in the same direction. The result is consistent with the a priori expectation, inferred from Rueegg (2009) and Liu *et al.*, (2008) that tourism would have a positive effect on rural wellbeing. However, Ikogosi site is noted to have negative r value ($r = -0.265$). A negative r-value indicates an inverse relationship, which means lower involvement, is associated with higher level of wellbeing. This suggests that some factors other than tourism must have strongly accounted for wellbeing in the community and as wellbeing improved, they got less involved in tourism activities. The position is that involvement in tourism activities has positive impact on wellbeing of rural households.

Table 4.42. Relationship between involvement and wellbeing of respondents across the sites

Variable	Olumirin (n=62)			Ikogosi (n=84)			Idanre (n=154)			All sites (n=300)		
	r	P	Remarks (Decision)	r	P	Remarks (Decision)	r	P	Remarks (Decision)	r	P	Remarks (Decision)
Involvement	0.323	0.010	S (H ₀ 5 rejected)	-0.265	0.015	S (H ₀ 5 rejected)	0.350	0.000	S (H ₀ 5 rejected)	0.168	0.004	S (H ₀ 5 rejected)

r = Correlation coefficient, P = Level of significance, S = Significant.

Source: Field survey, 2018

4.7.6 Hypothesis six (H₀₆): There is no significant difference between levels of involvement across the selected tourist sites in the study area.

The result of one-way analysis of variance (ANOVA) in Table 4.43 shows that there is significant difference between respondents' levels of involvement across the selected sites ($F = 4.804$, $p = 0.009$). The null hypothesis is, therefore, rejected. This means that there were differences between the levels of respondents' involvement in tourism activities across the three selected tourist sites.

The post hoc test result in Table 4.44 gives a further insight into the pattern of differences between the sites. While there was no significant difference between Olumirin and Ikogosi ($p = 0.594$), the difference between Olumirin and Idanre ($p = 0.046$), Ikogosi and Idanre ($p = 0.004$) were significant. Idanre is the source of difference. From the Duncan statistics in table 4.45, the mean value shows that there were higher levels of involvement in Olumirin (9.6290) and Ikogosi (9.3333) than in Idanre (6.9416). This agrees with or corroborates findings that have been reported in this study. For example, respondents in Olumirin were more involved in full time and casual employment at the tourism management company than in Idanre. In the same manner, respondents in Idanre were more involved in sale of cultural goods than in Olumirin and Ikogosi.

Table 4.43. The difference between levels of involvement in tourism activities across the sites
One-way ANOVA

	Sum of squares	df	Mean Square	F	P
Between groups	120.733	2	60.366	4.804	0.009
Within groups	3732.030	297	12.566		
Total	3852.763	299			

df= degree of freedom, P = Level of significance

Source: Field survey, 2018

Table 4.44. Post Hoc tests multiple comparisons of involvement in tourism activities by site

(I)Tourist sites	(J) Tourist sites	Mean Difference(I-J)	p-value
Olumirin	Ikogosi	-0.31660	0.594
	Idanre	1.06813*	0.046
Ikogosi	Olumirin	0.31660	0.594
	Idanre	1.38473*	0.004
Idanre	Olumirin	-1.06813*	0.046
	Ikogosi	-1.38473*	0.004

*The mean difference is significant at the 0.05 level

Source: Field survey, 2018

Table 4.45. Duncan statistics for differences in means of involvement by site

	Sites	N	Subset for alpha = 0.05 1
Duncan (a.b)	Idanre site	154	6.9416
	Ikogosi site	84	9.3333
	Olumirin site	62	9.6290
			132

Source: Field survey, 2018

4.7.7 Hypothesis seven (H_07): There is no significant difference between the levels of involvement in the host communities and in the proximate communities across the selected tourist sites in the study area.

The result of the test of hypothesis seven is contained in Table 4.46. It shows that there was significant difference between the levels of involvement in host and in proximate communities across the tourist site - Olumirin ($p = 0.014$), Ikogosi ($p = 0.000$) and Idanre ($p = 0.003$). The mean values show that there was higher level of involvement in the host communities across the sites. This does not only align with the findings in this study but also certifies that the level of involvement in the host communities was significantly higher than that in the farther proximate communities. It meets the expectation proffered by Bakare and Oladeji (2011) that there should be significant difference between the levels of involvement in favour of the host communities, which are nearer to the tourist sites. However, respondents did not accept distance as a constraint, while the FGD reports also discounted the effect of proximity. The participants did not agree that distance was a hindrance to their involvement in tourism activities. The claim during FGDs was that the tourist sites were within walking distance to the proximate communities. Qualitatively, proximity remains a relevant variable in agreement with literature and the logic of a priori expectations.

Table 4.46. Difference between respondents' involvement in tourism activities in host and proximate communities across the sites

Variable	Site	Community type	N	Mean	df	Mean diff	t	p	Remark	Decision
Involvement	Olumirin	Host	32	13.34	60	7.67	2.52	0.014	S	H ₀₇ rejected
		Proximate	30	5.67						
	Ikogosi	Host	32	16.94	82	12.26	6.06	0.000	S	H ₀₇ rejected
		Proximate	52	4.67						
	Idanre	Host	80	8.77	152	3.81	2.27	0.025	S	H ₀₇ rejected
		Proximate	74	4.96						

Source: Field survey, 2018

4.7.8 Hypothesis eight (H₀₈): There is no significant difference between respondents' levels of wellbeing across the selected tourist sites in the area of study.

Table 4.47 contains the result of analysis of variance for the wellbeing of respondents across the selected sites. The result ($f = 20.845$, $p = 0.000$) shows that there was significant difference between respondents' wellbeing across the selected sites. The post hoc tests in Table 4.48 shows further that while there was no significant difference between respondents' wellbeing in Idanre and Olumirin, the difference between wellbeing in Idanre and Ikogosi as well as in Olumirin and Ikogosi was significant. So Ikogosi was the major source of difference. This could be due to higher level of commercialization observed in Idanre and Olumirin and their accessibility/proximity to urban centres.

Table 4.47. Difference between respondents' wellbeing status across the sites (ANOVA)

	Sum of squares	df	Mean square	F	P	Remark	Decision
Between groups	109.850	2	54.925	20.845	0.000	S	H ₀
Within groups	782.569	297	2.635				rejected
Total	892.420	299					

Source: Field survey, 2018

**Table 4.48. Post Hoc Tests of difference in wellbeing mean across the sites
Multiple comparisons**

(I)Tourist sites	(J)Tourist sites	Mean Difference (I-J)	Std Error	Sig
Olumirin	Ikogosi	1.13234*	0.27178	0.000
	Idanre	-0.27342	0.24415	0.264
Ikogosi	Olumirin	-1.13234*	0.27178	0.000
	Idanre	1.38473*	0.22018	0.000
Idanre	Olumirin	0.27342	0.53317	0.264
	Ikogosi	1.40576*	0.22018	0.000

The mean difference is significant at the 0.05 level

Source: Field survey, 2018

4.7.9 Hypothesis nine (H₀₉): There is no significant difference between the wellbeing of respondents who were involved and those not involved in tourism activities across selected tourist sites in the study area.

The result of the test of difference between the level of wellbeing of involved respondents and those not involved is presented in Table 4.49. Hypothesis nine stands accepted as there was no significant difference between the level of wellbeing of respondents involved in tourism activities and that of respondents not involved in tourism activities ($t = -0.288$, $p = 0.774$) in the study area. This implies that involvement or non-involvement in tourism activities did not cause reasonable difference in the wellbeing level of the respondents. Since hypothesis 5 establishes a significant and positive relationship between level of involvement and level of wellbeing, the expectation would be that involvement or non-involvement should make a significant difference to the level of wellbeing. The deviation from this expectation as established here in hypothesis 9 is partly and inferentially explained by the result of hypothesis 4, which establishes that there was no significant relationship between perceived benefits of involvement in tourism activities and the level of wellbeing of respondents. Nevertheless, understanding that just getting involved is not sufficient; the level of involvement becomes the critical factor in determining how involvement affects wellbeing. Given that this study has reported low level of involvement and average level of wellbeing across the sites, it is understandable that the level of involvement has not been sufficient to have significant effect on the wellbeing of the people. Hence, the result of low level involvement seems to be commensurate to the average level of wellbeing recorded. Also, the low average income from tourism and the reduced tempo of activities at the tourist sites which have been captured in this study signify how lowly the effect of tourism had been on the wellbeing of the households across the tourist sites. So it is established here that the level of involvement is important in determining how wellbeing is impacted by involvement in tourism activities.

Table 4.49. Difference between the wellbeing of involved and not-involved respondents

Variable	Category	N	Mean	df	Mean diff	t	p	Result	Decision
Well-being	Not involved	118	8.28	298	-0.095	-0.288	0.774	NS	H ₀ Accepted
	Involved	182	8.37						

N = Sample size, df = degree of freedom, t = t-ratio, P = Level of significance, NS = Not Significant

Source: Field survey, 2018

4.7.10 Hypothesis ten (H₀10): There is no significant contributor to the wellbeing of respondents around the selected tourist sites in the study area.

Table 4.50: presents the result of linear regression analysis. The result shows the contribution of variables, in magnitude and direction, to the wellbeing of respondents across the selected tourist sites in the study area.

The results reveal that marital status ($\beta = 0.158$, $P = 0.005$), constraints ($\beta = 0.207$, $P = 0.001$), involvement in tourism activities ($\beta = 0.190$, $P = 0.005$), average income ($\beta = 0.126$, $P = 0.014$), household size ($\beta = 0.253$, $P = 0.000$), level of formal education ($\beta = 0.162$, $P = 0.004$), other forms of education ($\beta = -0.139$, $P = 0.010$), and secondary occupation ($\beta = 0.116$, $P = 0.028$) contributed significantly to the wellbeing of households in all sites (overall) in the study area. However, the R^2 value of 0.308 shows that their contributions account for just a little above 30.0% of wellbeing of the households. The variables also show site specific relevance as follows: For Olumirin site - membership of social group ($\beta = -0.291$, $P = 0.037$) was the only contributing variable with $R^2 = 0.512$. For Ikogosi site, Sex ($\beta = 0.416$, $P = 0.037$), marital - ($\beta = 0.213$, $P = 0.045$), and income from main occupation ($\beta = 0.225$, $P = 0.042$) were the contributors with $R^2 = 0.518$ and for Idanre site, year of formal education ($\beta = 0.190$, $P = 0.022$), household size ($\beta = 0.164$, $P = 0.046$), average income ($\beta = 0.231$, $P = 0.002$), membership of social group ($\beta = 0.205$, $P = 0.005$) and involvement in tourism activities ($\beta = 0.372$, $P = 0.000$) were the main contributors to wellbeing with $R^2 = 0.440$. Tables 4.51 and 4.52 indicate the contributions of independent variables to involvement in tourism activities across the three sites and in the host and proximate communities in each site. Each site had its own peculiar contributors among the independent variables. In the overall, it is important to note that wellbeing itself has a great potential to improve involvement. This agrees with views of Ruegg (2009).

Level of involvement in tourism activities is shown to be a significant contributor to wellbeing at Idanre site ($\beta = 0.372$, $P = 0.000$) and at the overall (all sites) level ($\beta = 0.190$, $P = 0.005$). While this is in consonance with expectation from literature and the result of hypothesis 5, which indicates a significant relationship between involvement and wellbeing of respondents, it contradicts the reported finding in the hypothesis 9 of this study that involvement or non-involvement did not make any difference to the wellbeing of the respondents. The reason for the seeming contradiction has been

articulated under hypothesis 9. This position is represented by the respective non-contributing and negative-contributing status of level of involvement to wellbeing in Olumirin site ($\beta = 0.290$, $P = 0.101$) and Ikogosi site ($\beta = -0.213$, $P = 0.149$). Given, the previous understanding of the implication of involvement as discussed for hypothesis 9, the regression result for Olumirin and Ikogosi and other qualitative assessments in this study, it is realistic to accept that involvement in tourism activities had not made significant contribution to the wellbeing of the respondents in Olumirin and Ikogosi sites. The significant contribution of involvement in Idanre is, inferentially, responsible for the significance in the overall (all sites).

It is noted that marital status presented a positive and significant influence on wellbeing. The analysis also shows that the β value for constraints is positive which means that constraints contributed positively and directly to wellbeing. This seems to be an anti-thesis of expected consequence of constraints. As noted in testing for hypothesis 3, the trend could be due to the mildness of the constraints or a case of constraints well mitigated with some coping strategies.

It is important to take cognizance of the negative impact or inconsequential effect of income from tourism activities across the sites. This might give insight into the lowliness and effect of involvement in tourism activities on the wellbeing of rural households in the selected tourist sites. A high level of involvement in tourism activities is required to impact much more on the wellbeing of the households.

Table 4.50. Contributors to wellbeing of respondents across the sites

Variables	Olumirin			Ikogosi			Idanre			All sites		
	Standardized Beta	t-ratio	p-value.	Standardized Beta	t-ratio	p-value	Standardized Beta	t-ratio	p-value	Standardized Beta	t-ratio	p-value
(Constant)		-0.101	0.920		2.675	0.009		-0.175	0.861		-0.131	0.896
Age	-0.090	0.681	0.499	-0.220	-1.531	0.131	0.126	1.594	0.113	-0.020	-0.342	0.733
sex dummy	-0.049	-0.345	0.732	0.416	4.119	0.000	0.041	0.527	0.599	0.070	1.267	0.206
Religion	-0.049	-0.315	0.754	-0.152	-1.494	0.140	0.053	0.767	0.444	0.058	1.133	0.258
marital status dummy	0.225	1.559	0.127	0.213	2.049	0.045	0.010	0.137	0.891	0.158	2.835	0.005
year of formal education	0.058	0.480	0.634	0.117	0.958	0.342	0.190	2.313	0.022	0.162	2.866	0.004
proximity dummy	-0.109	-0.605	0.549	-0.115	-0.951	0.345	-0.075	-0.969	0.334	-0.049	-0.863	0.389
other forms of education	-0.242	-1.684	0.100	0.026	0.240	0.811	-0.022	-0.327	0.744	-0.139	-2.580	0.010
household size	0.242	1.699	0.097	-0.093	-0.794	0.430	0.164	2.015	0.046	0.253	4.748	0.000
primary occupation	-0.019	-0.157	0.876	-0.023	-0.220	0.827	0.090	1.138	0.257	-0.016	-0.298	0.766
secondary occupation	0.175	1.313	0.196	0.125	1.211	0.230	0.094	1.271	0.206	0.116	2.209	0.028
average income	0.198	1.599	0.117	-0.075	-0.686	0.495	0.231	3.155	0.002	0.126	2.468	0.014
membership of social group	-0.291	-2.152	0.037	0.129	1.403	0.165	0.205	2.834	0.005	0.051	0.968	0.334
Attitude	0.297	1.983	0.054	-0.053	-0.416	0.679	0.047	0.471	0.638	0.125	1.945	0.053
Constraints	0.166	1.094	0.280	-0.042	-0.342	0.733	0.134	1.458	0.147	0.207	3.210	0.001
Benefits	-0.038	-0.229	0.820	-0.019	-0.149	0.882	0.046	0.570	0.569	0.034	0.572	0.568
Level of involvement	0.290	1.678	0.101	-0.213	-1.462	0.149	0.372	4.046	0.000	0.190	2.834	0.005
Monthly Income from main occupation	0.082	0.524	0.603	0.225	2.075	0.042	0.041	0.567	0.572	0.052	0.986	0.325
Income from tourist activities monthly	-0.111	-0.874	0.387	0.044	0.300	0.765	-0.064	-0.887	0.377	-0.084	-1.464	0.144
Income from other livelihood activities monthly	-0.197	-1.154	0.255	-0.257	-1.671	0.100	0.105	1.488	0.139	-0.007	-0.120	0.905
R		0.716			0.720			0.663			0.555	
R ²		0.512			0.518			0.440			0.308	
Adjusted R ²		0.292			0.375			0.360			0.261	
Std error		2.89			1.86			1.99			2.41	
Dependent Variable												Well-being status

Source: Field survey, 2018

Table 4.51. Contributors to respondents' involvement in tourism activities across the sites

Independent variables	Olumirin			Ikogosi			Idanre			All sites		
	Standardized β	t -ratio	p-value.	Standardized β	t -ratio	p-value.	Standardized β	t -ratio	p-value.	Standardized β	t -ratio	p-value.
(Constant)		-1.371	.177		1.551	.126		5.287	.000		3.765	0.000
Age	.141	1.176	.246	-.346	-3.227	.002	-.014	-.196	.845	-0.061	-1.172	0.242
sex dummy	-.159	-1.281	.207	.113	1.248	.216	-.070	-1.029	.305	-0.061	-1.150	0.251
Religion	.069	.503	.617	.115	1.375	.174	-.065	-1.088	.279	0.014	0.306	0.760
proximity dummy	.051	.360	.721	.249	2.569	.012	.162	2.487	.014	0.176	3.549	0.000
marital status dummy	.147	1.147	.258	-.071	-.810	.421	-.014	-.220	.826	-0.068	-1.198	0.232
year of formal education	.142	1.305	.199	-.155	-1.532	.130	-.030	-.416	.678	-0.051	-1.020	0.308
other forms of education	.070	.566	.574	-.095	-1.081	.284	-.023	-.380	.704	-0.012	-0.241	0.810
household size	-.044	-.349	.728	.074	.797	.428	-.135	-1.881	.062	-0.053	-1.077	0.283
primary occupation	.033	.306	.761	-.038	-.440	.661	-.181	-2.775	.006	-0.058	-1.227	0.221
secondary occupation	-.006	-.049	.962	-.079	-.923	.359	-.101	-1.571	.118	-0.073	-1.553	0.122
average income	-.188	-1.671	.102	.021	.231	.818	-.084	-1.268	.207	-0.068	-1.492	0.137
membership of social group	-.049	-.380	.706	.051	.659	.512	-.140	-2.188	.030	-0.029	-0.604	0.546
Attitude	-.097	-.700	.488	-.130	-1.318	.192	-.448	-5.934	.000	-0.262	-4.779	0.000
Constraints	.302	2.321	.025	.284	2.985	.004	.048	.605	.546	0.229	4.044	0.000
Benefits	.473	3.668	.001	.304	3.453	.001	.202	3.050	.003	0.290	5.948	0.000
Well-being status	.200	1.468	.149	-.121	-1.243	.218	.308	4.368	.000	0.136	2.640	0.009
R		0.745			0.801			0.745			0.671	
R ²		0.555			0.642			0.555			0.451	
Adjusted R ²		0.396			0.556			0.503			0.418	
Std error		9.69			7.17			7.45			8.457	
Dependent Variable	Involvement in tourism activities											

Source: Field survey, 2018

Table 4.52. Contributors to respondents' involvement in tourism activities in the host and proximate communities across the sites

	Olumirin						Ikogosi						Idanre						
	Host			Proximate			Host			Proximate			Host			Proximate			
	Beta	t	p-value	Beta	t	p-value	Beta	t	p-value	Beta	t	p-value	Beta	t	p-value	Beta	t	p-value	
(Constant)																			
Age	.215	.824	.422	.036	.149	.883	-.324	-3.142	.006	-.070	-.302	.764	.079	.763	.449	-.061	-.587	.559	
sex dummy	-.188	-.863	.401	-.316	-1.073	.301	.114	.872	.396	-.193	-1.019	.315	-.085	-.937	.353	-.068	-.649	.519	
Religion	.109	.401	.694	.038	.191	.851	.163	1.351	.195	.044	.282	.779	-.037	-.463	.645	-.071	-.740	.462	
marital status dummy	.331	1.571	.136	.264	1.266	.226	-.005	-.052	.959	.197	1.018	.315	.013	.147	.884	.015	.134	.894	
year of formal education	.111	.629	.538	.330	1.496	.157	-.398	-3.525	.003	.159	.741	.463	-.003	-.028	.978	-.069	-.613	.542	
other forms of education	.119	.595	.560	-.036	-.178	.861	-.311	-3.316	.004	.303	1.769	.085	-.028	-.370	.713	.029	.305	.761	
household size	.124	.561	.583	-.281	-.873	.398	.031	.316	.756	.087	.431	.669	-.232	-2.053	.045	-.090	-.811	.421	
primary occupation	.224	1.035	.316	-.223	-1.060	.307	.122	1.087	.293	-.312	-1.875	.069	-.281	-3.441	.001	-.098	-.913	.365	
secondary occupation	-.118	-.448	.660	.060	.289	.777	.080	.565	.580	-.034	-.214	.832	-.217	-2.490	.016	-.032	-.310	.757	
average income	-.073	-.371	.716	-.294	-1.427	.175	.239	1.795	.092	-.066	-.390	.699	-.057	-.655	.515	-.151	-1.433	.157	
membership of social group	-.018	-.059	.954	-.045	-.226	.825	-.017	-.152	.881	.061	.411	.684	-.114	-1.330	.189	-.234	-2.289	.025	
Attitude	-.255	-.971	.346	-.198	-.593	.563	-.349	-2.391	.029	-.004	-.022	.983	-.464	-5.294	.000	-.370	-2.710	.009	
Constraints	.059	.267	.793	.484	1.900	.078	.370	2.361	.031	.269	1.530	.135	.135	1.522	.133	.108	.761	.450	
Perceived benefits	.403	1.728	.103	.691	3.652	.003	.644	5.380	.000	.009	.051	.959	.277	3.318	.002	.110	.997	.323	
Well-being status	.278	1.120	.279	.166	.659	.520	-.093	-.782	.446	-.207	-.916	.366	.447	4.809	.000	.268	2.265	.027	

Source: Field survey, 2018

The average age of respondents was 52.6 years. Majority (63.3%) of them were male while 77.0% were married. They were mostly engaged in farming either as a primary (44.0%) or secondary (49.0%) occupation, with average monthly income of N54,098, and growing more cassava (76.0%), yam (65.3%) and cocoa (52.7%).

Majority (57.7%) of the respondents overall were favourably disposed to tourism activities, with 73.4% of them in Idanre site, 69.4% in Olumirin and 51.2% in Ikogosi so disposed.

Level of involvement in tourism activities was generally low as 52.3% of all respondents were in the low level category. However, level of involvement was higher in Olumirin (9.62 ± 12.48) and Ikogosi (9.34 ± 10.76) than in Idanre (6.94 ± 10.57). Nevertheless, majority (66.3%) of respondents were involved overall with Olumirin (72.6%) and Ikogosi (72.7%) having higher proportion of respondents involved in tourism activities than Idanre site (60.4%).

Major constraints were inadequate capital (1.20 ± 0.84), government interference (0.94 ± 0.84) personal preference (0.79 ± 0.72). The major constraints and low tempo of activities at the sites were responsible for the low level of involvement in tourism activities.

Major benefits perceived by the respondents are increased income (1.73 ± 0.58), wider contact with outsiders (1.62 ± 0.58) and improved knowledge (1.61 ± 0.59). Other benefits include opportunity to display cultural heritage (1.56 ± 0.65), exposure of community to modern infrastructures (1.39 ± 0.67) and better markets for their products (1.33 ± 0.74). The perceived benefits and favourable disposition are apparently responsible for motivating the majority of the respondents to get involved in tourism activities.

A bare majority (50.7%) of all respondents were better off across the sites. About 55.1% in proximate communities were better off as against the 45.8% who were better off in host communities. However, a higher majority 73.8% were worse off in Ikogosi. There was significant difference in wellbeing across the sites: Olumirin (9.15 ± 3.34) and Idanre (8.76 ± 2.49) were better off than Ikogosi (6.97 ± 2.35).

Though level of involvement was significantly and positively related to wellbeing ($r = 0.168$), the level was too low to make appreciable impact on wellbeing of rural households as at the time of this study. Perhaps, if the level of involvement had been high, wellbeing would have been much better off. Nevertheless, it is suspected that other enterprise activities such as cocoa merchandising must have contributed to the wellbeing of the households in Olumirin and Idanre.

Predictors of involvement in tourism activities included proximity to tourist sites ($\beta = 0.126$), attitude ($\beta = 0.263$) and perceived benefits ($\beta = 0.290$) while years of formal education ($\beta = 0.162$), household size ($\beta = 0.253$), average income ($\beta = 0.126$) and involvement in tourism activities ($\beta = 0.190$) were the predictors of wellbeing across the sites.

More of the respondents were involved in tourism activities but the level of involvement was low due to the major constraints. The established relationship between involvement and wellbeing shows that an enhanced level of rural households' involvement in tourism activities would step up wellbeing status of the households.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary of Methodology

This study was inspired by the recognition of the existing potentials and operations of tourist sites in rural southwestern Nigeria where agriculture is a major occupation and the possible synergy that could emanate from Tourism/agriculture nexus to affect the lives of the people. The dearth of empirical reports on the extent of the nexus, the involvement of rural households in tourism activities and the resultant effects on wellbeing of the households in adjoining communities give further credence to the choice to undertake the study.

Three tourist sites from three states in southwestern Nigeria were purposively chosen for the study. They are the Olumirin waterfalls in Osun state, Ikogosi warm springs in Ekiti state and the Idanre hills in Ondo state. From each of these locations, two communities – one being the host and the other the proximate – were chosen for data collection. A total of 300 respondents amounting to 2% of estimated population of households in the communities were engaged as sample for data collection through interview schedule. Qualitative and participatory tools which include Focus Group Discussions (FGDs), In-Depth-Interviews (IDIs), and Direct Observation (DO) were deployed to obtain information as back-up for the interview schedules.

The quantitative data collected after eight field visits were subjected to analysis using descriptive and inferential statistical tools (percentages, mean, Chi-square, PPMC, T-test, ANOVA and Linear regression analysis) to obtain empirical results which were interpreted to explain the existing status of the socio-economic characteristics of the respondents, attitude towards tourism and tourism activities, constraints to involvement in tourism activities, perceived benefits accruable from involvement in tourism activities, level of involvement in tourism activities and the level of wellbeing of the rural households in the study area.

5.2 Summary of Findings

The results show that majority (63.7%) of all the respondents was made up of male and the average age was 52.6 ± 13.46 years. Forty-four per cent of respondents were primarily engaged in agriculture with 49.0%, 21.7% and 7.7% secondarily engaged in farming, trading and artisanship, respectively. The average income of respondents was N54, 078.29 with 65.3% of the respondents earning less than N50, 000.

The results show further that a little above half (57.7%) of the respondents had favourable attitude towards tourism. Major constraints identified were inadequate capital (1.20 ± 0.84), government policy and interference (0.94 ± 0.84), personal preference (0.79 ± 0.72) and busy work schedule (0.78 ± 0.84) while perceived benefits included increased income (1.73 ± 0.58), wider contact with outsiders (1.62 ± 0.58) and improved knowledge (1.61 ± 0.59). Other benefits included opportunity to display cultural heritage (1.56 ± 0.65), exposure of community to modern infrastructures (1.39 ± 0.67) and better markets for their products (1.33 ± 0.74).

Level of involvement in tourism activities was low as 52.3% of respondents fall within the low involvement category while 33.7% were not involved. In Olumirin, 56.5%, Ikogosi 54.8% and Idanre 49.4% of respondents were lowly involved in tourism activities. The highest level of involvement (40.6%) was recorded in the host community of Ikogosi site.

About 40.0 % of respondents claimed to spend zero hour with 37.3% spending 1- 5 hours on tourism activities. The average number of days per week spent on tourism activities was 2.4 days.

Major activities involved in at the overall level include sale of farm products to tourists (61.1%), sale of forest products such as bush meat (53.0%), food vending (28.0%), sale of cultural goods and souvenirs (27.7%), transportation services (24.3%), entertainments (24.4%), casual labour in supportive service centres such as guest houses (21.3%) and sale of recharge cards to tourists and others (21%). These also reflect the major activities engaged in by respondents in each of the selected sites.

The level of wellbeing was compositely determined from the measurement of both objective and subjective wellbeing. The general level of wellbeing was slightly high. A little above half (50.7%) of all the respondents were within the better off category of

wellbeing. However, it is noted that the level of wellbeing was low in the host communities, which had 54.2% of the respondents in the worse off category while it was high in the proximate communities with 55.1% in better off category. There was also disparity in the levels of wellbeing on site basis. While Olumirin was 56.5% better, Ikogosi was 73.8% worse off and Idanre was neither better nor worse off. The following socio-economic characteristics have significant relationship with the wellbeing of the respondents; sex ($\chi^2 = 9.38$, $p = 0.020$), religion ($\chi^2 = 7.73$, $p = 0.021$), marital status ($\chi^2 = 17.13$, $p = 0.001$), secondary occupation ($\chi^2 = 20.98$, $p = 0.007$), social group membership ($\chi^2 = 4.153$, $p = 0.042$), level of formal education ($r = 0.240$, $p = 0.000$), size of household ($r = 0.270$, $p = 0.000$) and average income ($r = 0.144$, $p = 0.013$).

More of respondents, who were male, married, Christian, social group members and engaged in secondary occupation were better off in wellbeing.

Furthermore, constraints had significant relationship with wellbeing at all sites overall ($r = 0.193$, $p = 0.001$), Olumirin ($r = 0.308$, $p = 0.015$) and Idanre ($r = 0.290$, $p = 0.000$) but not significant at Ikogosi ($r = -0.061$, $p = 0.578$). Level of involvement was significantly related to wellbeing at all sites overall ($r = 0.168$, $p = 0.004$) and in each of the sites. The relationship in Ikogosi was an inverse relationship ($r = -0.265$, $p = 0.015$).

There was significant difference between the levels of involvement across the selected tourist sites ($f = 4.804$, $p = 0.009$). There was significant difference between respondents' wellbeing status across the selected tourist sites ($f = 20.845$, $p = 0.000$). However, there was no significant difference between the wellbeing of respondents who were involved and that of those who were not involved in tourism activities ($t = -0.288$, $p = 0.774$).

The results reveal that marital status ($\beta = 0.158$, $P = 0.005$), constraints ($\beta = 0.207$, $P = 0.001$), involvement in tourism activities ($\beta = 0.190$, $P = 0.005$), average income ($\beta = 0.126$, $P = 0.014$), household size ($\beta = 0.253$, $P = 0.000$), level of formal education ($\beta = 0.162$, $P = 0.004$), other forms of education ($\beta = -0.139$, $P = 0.010$), and secondary occupation ($\beta = 0.116$, $P = 0.028$) contributed significantly to the wellbeing of households in the area of study. Social group membership ($\beta = -0.291$, $P = 0.037$) was

the only contributing variable with $R^2 = 0.512$ for Olumirin. For Ikogosi site, Sex ($\beta = 0.416$, $P = 0.037$), marital - ($\beta = 0.213$, $P = 0.045$), and income from main occupation ($\beta = 0.225$, $P = 0.042$) were the contributors with $R^2 = 0.518$ and for Idanre site, formal education year ($\beta = 0.190$, $P = 0.022$), size of household ($\beta = 0.164$, $P = 0.046$), average income ($\beta = 0.231$, $P = 0.002$), membership of social group ($\beta = 0.205$, $P = 0.005$) and involvement in tourism activities ($\beta = 0.372$, $P = 0.000$) were the main contributors to well-being with $R^2 = 0.440$.

5.3 Conclusion

The potentials of tourism to enhance the wellbeing of rural households through the tourism/agriculture nexus has been highlighted in this study. Also established, is a positive relationship between involvement in tourism activities and wellbeing. If the level of rural households' involvement in tourism activities is stepped up, the wellbeing status of the households will improve significantly.

The socio-economic status of the respondents and their positive attitude to tourism which have been stimulated by their good perception of the benefits of involvement in tourism activities, suggest that they could be more highly involved than the low level of involvement indicated in this study. However, the gaps in form of identified constraints must be filled to get the rural households more highly involved in tourism activities.

The reality of tourism/agriculture nexus was established in having the rural households who were mostly farmers getting involved in tourism activities - making tourism the off taker for their farm products. This synergy is a stimulant for high agricultural productivity and production which promises positive impact on the wellbeing of the rural households and rural development.

The major constraints to address in order to stimulate more and higher involvement and consequently better wellbeing include inadequate capital; poor infrastructure, undue government policy interference; personal sentiment, entrepreneurial skills and low tempo of operation at the tourist sites among others.

The respondents had great expectations and were waiting to see improvements that would encourage them to be more involved in tourism activities. For a people who had alleged serious disappointment from government neglect, it was paradoxical to have

them still expecting much from government. The onus is on government to live up to expectation.

5.4 Recommendations

The following recommendations are made to stir the government towards living up to expectation by addressing the gaps (constraints) already identified:

1. Government should focus on rapid development of tourism sites in the south west to stimulate high level involvement in tourism activities and enhance rural wellbeing.
2. Infrastructural development should be given top priority if tourism is to be taken to the level that it can create supportive market for agriculture, generate huge revenue, create employment, and stimulate entrepreneurship and step up the wellbeing of the rural households to higher level. The government is advised to initiate and activate the right focus and strategy that will address the age-long infrastructural neglect and deficiency that has been a recurring hindrance to development for many years.
3. Enhance access to capital by rural households through institutional interventions and livelihood enhancement.
4. Emphasis should be on providing more extension education to give the rural households new orientation and eliminate adverse sentiments against involvement in tourism activities.
5. Set up a taskforce to undertake extensive study and assessment of the potentials and challenges of tourism in southwestern Nigeria and develop a viable modality for rehabilitation and repositioning of the various sites.
6. Attention should be paid to each tourist site according to its peculiarities. For example, Ikogosi appears to be more rural than the others and thus needs more rural targeted approach and infrastructures to upgrade performance and responses.

7. To ensure a sustainable tourism development and efficient tourist site management that will attract more and higher involvement, a strong and transparent Public-Private Partnership (PPP) platform should be established to execute the recommendations that will emanate from the reports of the task force recommended above.
8. Legislated policies and institutional frameworks should be established to promote and support the PPP platform and community involvement in tourism activities and development. Attention should be paid to each tourist site according to its peculiarities. For example, Ikogosi appears to be more rural than the others and thus needs more rural targeted approach and infrastructures to upgrade performance and responses.
9. Provision of support and motivation in terms of relevant training, investment guides and regulations as well as advocacy becomes necessary to equip and sensitize the people, particularly the youths and PPP investors/participants towards harnessing the potentials in the tourism/agriculture nexus for sustainable rural development.
10. However, in the short run, the high expectation and readiness of the rural populace to be more involved as well as the high patronage potentials of the tourist sites should be explored by improvising some upgrade of existing facilities and promoting the sites. This will step up activities and capacity to generate revenue and attract more and higher level of involvement by the local populace. A higher level of involvement will affect wellbeing more positively, even now.

A well-developed tourism industry established over time from the steps afore mentioned will address most of the issues of constraints such as inadequate capital identified in this study and provide enough capacity and motivation for a higher level of involvement in tourism activities by the rural households.

5.5 Contributions to knowledge

1. The study establishes that the level of rural household involvement in tourism activities in southwestern Nigeria is low and that a high level of involvement in

tourism activities is necessary to enhance the wellbeing of the rural households around tourist sites.

2. This study reveals that involvement in tourism activities is supplementary to main occupation, which is farming and that it creates market for the farm products of rural households in the study area.
3. Thus, it establishes the nexus between tourism and agriculture, which is a major livelihood activity of rural households and the prospect of the nexus to boost the wellbeing of the households through income enhancement.
4. The study establishes further that in spite of alleged government failure the rural households still look unto government with expectation and are motivated by government attention.
5. The methodology, particularly, the measurement scales are peculiarly adapted for this study. A mathematical postulation for the harmonization of the measurements of objective and subjective wellbeing was made. They may be options that can be adopted in further studies.
6. The study provides a database for future research into the different dimensions and domains, which have been examined in this study.
7. It also exposes some grey areas for research attention. This includes the socio-cultural and spiritual dimensions of rural wellbeing in relation to environmental endowments in rural areas.

5.6 Suggestions for further research

1. Effect of proximity of tourist sites to urban centres on the rural neighbourhood.
2. Assessment of socio-cultural and spiritual impact of tourist sites on rural transformation.
3. Evaluation of social capital factors in the development and management of rural-based tourist centres.

4. The prospects, modality and effect of involving rural communities in the management of tourist centres.
5. Project-specific assessment of the potentials and capacity development of tourist centres as off-takers for farm products.

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APPENDIX 1: TOURIST SITES/DESTINATIONS IN SOUTHWESTERN
NIGERIA

S/No.	Tourist site/destination/attraction in Southwestern Nigeria	Type/location	Status
EKITI STATE			
1.	Ikogosi Warm Spring, Ikogosi*	Rural	
2.	Orole Hills, Ikere Ekiti	Rural	
3.	Olosunta Hills, Ikere Ekiti.	Rural	
4.	Ewi's Palace, Ado Ekiti	Urban	
5.	Fajuyi Memorial Park	Urban	
6.	Ero Dam & Lake	Rural	
7.	Erin Ayonigba Sacred Fish River, Erinjiyan-Ekiti	Rural	
8.	Ipole-Iloro Waterfall	Rural	
9.	Oroke Ewo War Centre, Ilupeju Ekiti	Rural	
10.	Osun River Source	Rural	
11.	Ooni River, Efon Alaaye	Rural	
12.	Egbigbu Artificial Lake, Ayetoro-Ekiti	Rural	
13.	Esa Cave, Iyin-Ekiti	Rural	
OSUN STATE			
1.	The City of Ile-Lfe	Urban	
2.	Oluminrin Waterfalls, Erin-Ijesha*	Rural	
3.	I's Palace Enuwa, Ile-Ife	Urban	
4.	Ife Museum, Enuwa Square, Ile-Ife	Urban	
5.	Obafemi Awolowo University, Ile Ife	Urban	
6.	Oranmiyan Staff (Opa Oranmiyan)	Urban	
7.	Osogbo Arts and Metal Works:	Urban	
8.	Ataoja Royal Palace	Urban	
9.	Museum of Arts	Urban	
10.	African Heritage Gallery	Urban	
11.	Suzanne Wenger's House and Centre	Urban	
12.	Nike Centre for Arts & Culture	Urban	
13.	Genesis Gallery, Osogbo	Urban	
14.	Micom Golf Hotels and Resort, Ada	Urban	
15.	Other Places Of Interest The Mbari-Mbayo Heritage	Urban	
16.	The Palace of Owa Obokun of Ijeshaland	Urban	

17.		Urban
	Idi-Baba Cultural Centre	
18.	Adunni Susan Wenger's Art Works Center, Osogbo	Urban
19.	Erinle Shrine at Olobu Palace, Ilobu	Urban
20.	Mat Weaving, Ipetu-Ilesha	Urban
21.	Obalufon Shrine, Ifon-Oshun	
22.	St. Joseph Workshop and Craft Centre, Inisha	Urban
23.	Oja Oba Market, Osogbo	Urban
24.	Atamora Rock Scenery, Iwo	Rural
25.	Ayinkunkun nigba Waterfall, Oke-Ila	Rural
26.	Kiriji War Site, Igbajo	Rural
27.	Timi of Ede's Palace, Ede	Urban

ONDO STATE

1.	Idanre Hills*	Rural/Urban
2.	Owo Museum of Antiques	Urban
3.	Deji of Akure Palace.	Urban
4.	Egungun (Masquerade) Festival	Urban
5.	Cave Ashes, Isharun	Rural
6.	Ebomi Lake Tourist Centre, Ipesi Akoko	Rural
7.	Igbokoda Waterfront	Rural/Urban
8.	Igbo Olodumare, Ile Oluji	Rural
9.	Olowo's Palace, Owo	Urban

OYO STATE

1.	The University of Ibadan	Urban
2.	Zoological Garden, University of Ibadan	Urban
3.	The Botanical Garden, University of Ibadan	Urban
4.	Nigerian Television Authority (NTA), Ibadan	Urban
5.	The National Museum of Unity, Dugbe	Urban
6.	Cocoa House, Ibadan	Urban
7.	Agodi Gardens, Ibadan	Urban
8.	Game World, Dugbe, Ibadan	Urban
9.	Old Oyo National Park, Oyo	Urban
10.	IITA Forest Ibadan	Urban
11.	Cultural Centre mokola Ibadan	Urban
12.	Irefin Palace, Ibadan	Urban
13.	Mapo Hall, Ibadan	Urban
14.	Agbele Rock, Igbeti	Rural
15.	Captain Bower Tower, Oke Are Ibadan	Urban
16.	The Suspended Lake, Ado Awaye	Rural
17.	The Royal Forest (Igbo Oba), Igboho	Rural

18.	Old Oyo (Oyo Ile)	Urban
19.	Soun's Palace, Ogbomoso	Urban
20.	*Oke 'badan Shrine, Ibadan	Urban
21.	Ose Meji Shrine, Ibadan	Urban
22.	Sango Shrine, Ibadan	Urban
23.	Iddo cenotaph, Ibadan	Urban
24.	Akolu, Adoro, Okeke and obaseku Hills, Eruwa	Rural
25.	Ancient Palaces of Alaafin Oyo	Urban
26.	Soro Hill Oyo	Rural
27.	Akesan Market, Oyo	Urban
28.	Bara (Burial Place of Alaafins, Oyo	Urban
29.	Sango, Obatala, Ogiyan and Orisa Oko Shrines, Akinmorin	Rural

LAGOS STATE

1.	National Theatre	Urban
2.	Ikoyi Club Golf Course	Urban
3.	Lekki Conservation Centre	Urban
4.	Hermitage Garden Resort	Urban
5.	Lagos Bar Beach	Urban
6.	Eko Tourist Beach Resort	Urban
7.	alem Seaside Resort	Urban
8.	Takwa Bay Beach	Urban
9.	Whispering Palms Beach Resort	Urban
10.	Lacampagne Tropicana Beach Resort	Urban
11.	Jhalobia Recreation Park & Gardens	Urban

OGUN STATE

1.	Ojude Oba Festival	Urban
2.	Sungbo's Eredo	Urban
3.	Abeokuta central Mosque	Urban
4.	Ebute Oni Tourist Beach Resort	Urban
5.	Alake Palace	Urban
6.	Olowu Palace	Urban
7.	Lisabi Sacred Forest	Rural
8.	Itoku Market	Urban
9.	Omo Forest Reserve	Rural
10.	Olumo Rock	Urban
11.	Top Golf Resort	Urban
12.	Saam Health Farm and Holiday Resort	Urban
13.	Abeokuta Museum, Abeokuta	Urban
14.	Madam Tinubu Shrine	Urban
15.	Osuuru Spring Water, Imeko	Rural
16.	Egungun Festivals	Urban

17.	Centenary Hall, Ake Abeokuta	Urban
18.	ADIRE MARKET, ITOKU, ABEOKUTA	Urban

APPENDIX 2: SUMMARY OF FOCUS GROUP DISCUSSION REPORTS

No	Questions	Responses
1.	What is the main occupation of the people?	Farming, trading and civil service
2.	Would you say the people are rich or poor, on the average?	<ol style="list-style-type: none"> 1. We have some rich people like our king but more people are poor. 2. Female participants in the women group at Ikogosi jointly opined, <i>“You know we are poor rural people and we don’t have enough money to trade or buy the things to do business with.”</i>
3.	Are you satisfied with access to infrastructure and services in your community?	<ol style="list-style-type: none"> 1. No. No water, no power, no road 2. The people claimed during FGD that lack of electricity from government supply was a common thing in their communities. Power was generated by those who could afford to run a generator 3. <i>“Government water doesn’t run. We depend on wells, and rivers and the water from them is clean, good and available all the time.”</i> 4. The people in all the sites claimed that they were not used to and never expected to pay for water 5. <i>“We have a clinic but poorly attended because most people depend on local herbal treatments and the patent medicine stores”.</i>
4.	When was the tourist site in your community discovered?	Discovered many years ago by a hunter
5.	Probe to know more about the history and importance	<ol style="list-style-type: none"> 1. It has healing power 2. <i>“The value of this warm spring is much</i>

	attached to the site traditionally	<p><i>more than what you people can understand. When I was looking for baby, they asked me to drink the water. The month I drank the water was the month I conceived a baby. When my aunty was sick it was the water that cured her. Leave me; you people don't know the value of the water. I worship the water!"</i></p> <p>3. <i>"The benefit of Idanre hills is much but government is interfering and playing politics with the place. Instead of doing more good things there, they are playing politics with the place. Today some of us stay away from there</i></p>
6.	Are the members of the community aware of the tourist site?	Yes
7.	What activities related to tourism are the people involved in?	Sale of good, musical and cultural display, Okada transportation services.
8.	<p><i>(Differentiate between tourism activities and tourist activities)</i></p> <p>7b. Discuss the pattern of their involvement in the identified activities</p>	Most people are involved in tourism activities as side engagements i.e. on part time involvement.
9.	Are people from other communities around you restricted from getting involved in tourism activities due to the site in your community?	<p>1. No. Where conflicts had implied such has been settled.</p> <p>2. There was also reference to a now resolved intercommunity conflict between the Erin-Ijesha (the host community) and Erin-Oke, (the proximate community).</p>
10.	What constraints to involvement in tourism activities in your community can you identify?	<p>1. Lack of money</p> <p>2. No time (tight schedule)</p> <p>3. It was also noted that religious sentiment constituted a strong hindrance to involvement in tourism activities as Christians who were in the majority were</p>

		<p>disposed to considering and treating the tourist sites as idols. This sentiment was strongly expressed by some participants in the FGD sessions in Alade and Odode Idanre.</p> <p>4. Women in particular admitted that some of their men were limited by lack of entrepreneurial and vocational skills that could get them more involved in businesses around the tourist sites and through engagement in the management companies.</p> <p>5. The participants did not agree that distance was a hindrance to their involvement in tourism activities. The claim during FGDs was that the tourist sites were within walking distance to the proximate communities. Reference was made to a settled old conflict during FGD session in which participants also attested to the ease of walking from one community to the other within the vicinity of the tourist site.</p>
11.	<p>What benefits do you think are there for those involved in tourism activities?</p>	<p>1. They make more money</p> <p>2. <i>“The benefit is much. I am an akara seller. Many times, tourists from Abuja and other places would stop at my place and ordered for akara so much that I would be running helter skelter to get more beans. On such day I made so much money. Imagine if the place is in good shape and people come in large number every time how rich I will be. It is the same for other people who have things to sell. Please tell Fayose (the governor) to come and do more at the warm spring resort.”</i></p> <p>3. <i>“The potential here is being under rated. This community and the people can get more than we are seeing. Tell the government to shine their eyes and develop this our waterfall and they will see.” (A female participant in the women group at Erin-Ijesha community).</i></p> <p>4. <i>“The value of this warm spring is much more than what you people can</i></p>

		<p><i>understand. When I was looking for baby, they asked me to drink the water. The month I drank the water was the month I conceived a baby. When my aunty was sick it was the water that cured her. Leave me; you people don't know the value of the water. I worship the water!"</i></p> <p>5. <i>"The benefit of Idanre hills is much but government is interfering and playing politics with the place. Instead of doing more good things there, they are playing politics with the place. Today some of us stay away from there</i></p>
12.	How will you say that tourism has affected agriculture in your community	<ol style="list-style-type: none"> 1. Good. It provides market for farm produce 2. Stimulated farmers to produce crops demanded by visiting tourists.
13.	How has tourism affected the people and your community in the last five years?	<ol style="list-style-type: none"> 1. It has made some of them business oriented 2. It has also exposed them to some life styles that were brought in by tourists 3. It has also drawn government attention to the community.
14.	<p>Are the people in your community happy on the average?</p> <p>Probe further on what may make the people happy or otherwise</p>	<ol style="list-style-type: none"> 1. They are happy because they look beyond the physical infrastructure and their deprivations. 2. The FGD sessions in Ikogosi confirmed that the people, despite their complaints, were truly satisfied and happy irrespective of their status. One of the participants tried to drive home the point with a biblical quotation "Godliness with contentment is great gain", saying this aptly described their situation.
15.	Are they satisfied with their lives and their environment?	<ol style="list-style-type: none"> 1. They are satisfied with their lives but not with the environment 2. Participants at Ikogosi and Idanre

		<p>displayed anger in expressing their deep dissatisfaction with the neglect of the Ikogosi and Idanre tourist sites respectively.</p> <p>3. Participants across the sites complained repeatedly about lack of infrastructures and poor environment</p>
15.	<p>What do you want to be done for your community as a tourist centre?</p>	<p>1. Government should provide infrastructure such as roads, electricity, water, schools for children.</p> <p>2. Nevertheless, they desired better roads, health facilities, good education for their children and opportunities to make more money from tourism.</p> <p>3. The people expressed passionate concern for the education of their children. <i>“We live to educate our children; we will be happy if all our children can go to school”</i>. A female participant in FGD women group at Ikogosi</p>

APPENDIX 3: EXTRACTS FROM IN-DEPTH INTERVIEWS

1. *“Our activities have dropped drastically since the coming of this government. We have reduced our staff strength from 85 persons to less than 20. Some of our structures are deteriorating without repairs because there are no longer enough resources to use. Number of tourists coming has also dropped significantly.”* (Manager, Ikogosi Warm Spring Resort).
2. *“For a long time, this site has no infrastructures but since we took over the management, the government is trying to build the road and a parking lot. Though, tourists have been coming from all over the world particularly during weekends and holidays, activities and patronage would be better with improved infrastructures. So, we hope soon there will be more activities at this site.”* (Manager, Olumirin waterfalls, Erin-Ijesha).
3. *“A little conflict between the management and the recent neglect by the government has affected activities at idanre hills site. Thus, the patronage has become low with little income being generated. We are not able to maintain dilapidating structures like the chalets and the hall that are falling apart.”* (Manager, Idanre Hills site).
4. During the IDI session with one of the High Chiefs in Odode Idanre, he complained about the youths abandoning the tourist site for the more cash-yielding internet business..
5. The royal father at Alade Idanre said that most farms were not big enough and many of them could not afford the huge cost outlay to possess and maintain modern farm equipment. It was cheaper to hire than to own a tractor.
6. *“One major problem is the attitude of the local youths. They don’t have anything but are pompous. They try to flout rules guiding the tourist site claiming it is their great fathers’ heritage.”* (High Chief, Odode, Idanre, Ondo state).

APPENDIX 4: QUESTIONNAIRE

INTERVIEW SCHEDULE

INVOLVEMENT IN TOURISM ACTIVITIES AND THE WELLBEING OF RURAL HOUSEHOLDS IN SELECTED TOURIST SITES IN SOUTHWESTERN NIGERIA

This questionnaire is designed to collect information from you as one of the selected household heads in relation to tourism activities in your community. Please answer the questions according to their relevance to your situation. Please be assured that your responses will be anonymous and will be treated with utmost confidence. The information shall be used only for research purpose. Thank you for your cooperation.

Name of Community _____

Section A: Socioeconomic characteristics

1. Tribe.....
2. Age (in years)
3. Sex: Male (), Female ()
4. Religion: Christian faith (), Islamic faith (), Traditional beliefs (), others (specify)
5. Marital Status: (), Single (), Married (), Divorced (), Widowed ()
6. No of year in formal education: years
7. Other forms of education: Adult (), Literacy (), Numeracy (), Vocational (), Qur'anic/Arabic (), Specify others
8. Household size (no. of persons)
9. Occupation (Primary): Farming (), Trading (), Artisanship (), Civil service (), Others
10. Occupation (Secondary): None (), Agric (), Trading (), Artisanship (), Others
11. Special skills possessed by you or members of the households:

Special skills/talents	Self	Spouse	Child(ren)
Music			
Art works			
Multi lingua/public speaking			
Entrepreneurial/vocational skills			
Public Relation			
Specify others			

12. Average income from all activities per period: ₦; Period: Daily (), Weekly (), Monthly (), Season/year () others (specify).....
13. Membership of social group(s) Yes () No ()
14. If yes, indicate the social group(s) to which you belong: Tick as many as applicable. Age (), Occupational (), Cooperative (), Religious (), Specify others
15. If No, Why?
- There are no social groups in my community
 - I cannot afford payment of registration and membership fees
 - Social groups are more problematic than beneficial
 - The social groups in my community do not have good leadership
 - Specify other reasons

Section B: Enterprise characteristics

16. Kindly indicate the agricultural enterprises as they apply to you

Enterprises	Tick	Capacity of Enterprise Farm Size/No. of Mounds or Ridges/Output (as applicable)
Arable crops		
Cassava		
Yam		
Maize		
Beans		
Soyabean		
Rice		
Specify others		
Tree crops		
Cocoa		
Kolanuts		
Coffee		
Cashew		

Plantain/ Banana		
Specify others		
Fruits/Horticultural		
Oranges		
Mango		
Watermelon		
Pawpaw		
Pineapple		
Specify others		
Vegetables/ Spices		
Leaf vegetables		
Cucumber		
Tomatoes/ Pepper		
Okra		
Spices		
Specify others		
Livestock		
Poultry		
Piggery		
Cattle		
Sheep and Goat		
Rabbitry		
Snailery		
Fish Farming		
Specify others		

Processing Services		
Garri Processing		
Food Grinding Services		
Specify others		
Agro Services		
Farm equipment Hiring/Farm Operation Services		
Farm inputs Marketing		
Farm Products Delivery Transportation Services		
Specify others		
Other enterprises		
Trading		
Artisanship		
Entertainment		
Specify others		

17. Number of years of farming experience/enterprise engagement:
.....

Section C: Attitude to Tourism Activities in the Community

18. Please give your response to the following statements:

Attitudinal positions	SA	A	U	D	SD
The Tourism site in our community has great attraction for many visitors and tourists					
The attraction of people to our community increases social activities and marketing opportunities.					
Farmers from the community have opportunity to sell farm products directly to tourists.					
Members of the community have opportunity to sell other products such as handcrafts, bush meat etc. to tourists visiting the site					
Increased influx of people and activities put more burden on security system in our community					
Tourism activities lead to increase in crime rate and social					

Attitudinal positions	SA	A	U	D	SD
malaise in our community					
The tourism site provides opportunity for people from the community to work as site workers, artisans, labourers and so on at the site					
Tourism activities stimulate inflation in our community					
Tourism activities pollute our environment and destroy the land					
Members of the community benefit from businesses that provide goods and services to tourists					
Tourism activities stimulate increased agricultural activities and production					
Tourism activities pull labour away from the farm					
Tourism activities draw government attention to infrastructural development in the community					
Tourism activities have destroyed or upset the traditional marketing system in our community					
Some members of the community benefit by using their motorcycles/cars/buses to provide transportation services to tourists					
Tourism in our community is not developed enough so the activities are not significant					
Some members make money by renting their houses to tourists for accommodation					
It also creates periodic/regular patronage for guest houses and hotels in the community					
Tourism erodes interest in traditional occupation in our community					
Local health service practitioners benefit from patronage by tourists.					
Members of the community benefit by serving as guides and interpreters to tourists					
Existing infrastructures are overburdened due to influx of tourists and visitors					
Food vendors and restaurants in the community make more money by selling food to tourists and site workers					
The opportunities that come with Tourism create intra and inter community conflicts					
Tourism gives us opportunity to showcase our culture and cultural heritage to tourists					
Exposure to tourists corrupt our values and creates social misbehaviour and strange attitude particularly in our youths					
Tourism has changed the tempo of lifestyle positively					
Tourism exposes our sacred cultural heritage/institutions to abuse by visitors and tourists					
Tourism gives access to more information and provides higher knowledge to our people particularly the youths					
Tourism activities destroy the tranquillity and serenity in our community					

Section D: Level of constraints to involvement in tourism activities

19. Kindly indicate how you encounter constraints in your involvement in tourism activities

Constraints	Severe	Mild	Not a Constraint
Busy work schedule			
Lack of information about tourism activities			
Competition from others			
Long distance of my location from the tourist site			
Low level of education			
Poor entrepreneurial/vocational skills			
Inadequate technical knowledge			
Personal preference/choice/sentiments			
Peer pressure			
Strange culture and attitudes of tourists			
Intra and inter community conflicts			
Government interferences through policy and controls			
Attitude of tourist site Managers			
Gender/Sex			
Old age			
Inadequate capital			
Cultural barriers/restrictions			
Religious differences/conflicts			

Section E; Level of perceived benefits from involvement in tourism activities

20. Please indicate the extent to which you benefit from your involvement in tourism activities via the following items.

Benefits Statements	To large extent	To lesser extent	Not at all
Income increase			
Improvement in knowledge, skills etc			
Wider contacts with outsiders			
Better market for my products			
Opportunity for employment for my household and others in the community			
Exposure of community to more modern infrastructures			
Opportunity to do what my peers are doing			
Increase in personal and social status in the community			
More business opportunities to diversify into new products			

Prevention of migration to the urban area by the youths			
Attraction of new settlers to our community			
Development of new and better life style.			
Opportunity to showcase our culture to outsiders through the tourists.			
Opportunity to interact and exchange cultural heritage.			
Improvement of intra and inter community trading.			
Opportunity to engage in export and receive foreign currencies from some tourists.			
Specify others			

Section F: Level of involvement in tourism activities

21. Please tick one of the answer options set against each statement in the table below

Tourism Activities	Always involved	Rarely involved	Never involved
Direct engagement in tourism site management			
Full time employment in the tourist site/organization			
Full time employment in supportive institutions such as hotels, restaurants, clinics etc			
Casual/part time work in the tourist site/organization			
Casual/part time work in the supportive institutions			
Sale of Goods to tourists			
Sale of farm products e.g. food crops, fruits, herbs			
Sale of farm products – animal products			
Sale of forest resource products, bush meat and wild fruits etc			
Food vendor/restaurateur			
Retailing of daily needs – body care products, confectioneries, cosmetics/beauty products, wears and fashion products etc			
Sale of cultural goods and souvenirs such as			

artefacts etc.			
Sale of Recharge cards and telephones			
Provision of services to tourists			
Transportation			
Accommodation			
Health Services			
Tailoring			
Laundry			
Cobbling			
Telephone services			
Motor vehicle maintenance/repairs			
Barbing and hair salon etc			
Tourist guide/Language interpretation			
Entertainment/cultural performance			
Specify others			

- i. How many of your household members are involved in any of tourist service activities? _____
- ii. How many days in a week are you involved in tourism-related activities?

- iii. How many hours per day do you spend working in tourism-related activities?

- iv. How long have you been involved in tourism activities? _____

Section G: Level of wellbeing

22. Objective wellbeing (Material and Economic)

Basic expenditure items	Amount per period		
	Per Day	Per week	Per month
Consumption/Expenditure			
Foods			
Purchase of food			
Own food consumption imputed			
Issues of health			
Medical consultations			
Drugs			
Hospital admissions			
Other expenditure on health care			
Family education			
Fees paid to schools			
Books purchased			
School uniforms wears			
Other expenditure on school			
Bills and Utilities			
Water bills			
Electricity bills			
Expenses on Clothing			
Expenses on Home and general upkeep			
Expenses on Transport fares			
Communication expenses			
accommodation (rented or imputed)			

Purchase and maintenance of small home gadgets			
Recreation			
Dependants			
Taxes			
Expenses on ceremonies/socials			
Specify other bills and utilities			

Physical Assets	How is your possession of these material wealth compared to your peers			
	More than most people	About Average	Less than most people	None
Farmland				
Building				
Tractors/farm equipment				
Other farm tools e.g. cutlasses, hoes etc				
Livestock				
Television				
Radio				
Mobile Phone				
Kitchen Utensils				
Fancy clothing/wears				
Vehicle/car				
Motorcycle				
Bicycle				
Computer				
Generator				
Personal House				
Specify others				

Financial Assets	Less than ₦50,000	Between ₦50,000 – 200,000	More than ₦200,000
Savings			
Bank loan			
Informal credit and thrift			
Salary			
Pension			
Specify others			
Job and earnings	Employed	Self-employed	Not employed
No of household members			
Housing condition			
Type	Face-me-I- face-you	Self-contained	more than 2 BR flat
Wall and roof material	Mud wall and thatch roofed	Mud wall and zinc roofed	Cement/concrete block with zinc or aluminium roof
Space	1person/room	2persons/room	More than 2persons/room
Toilet	No toilet	Pit latrine	Water system
Access to utilities	Very Accessible	Accessible	Not Accessible
Clean water			
Healthcare			
Communication			
Electricity			
Adequate food			
Good housing			
Transportation			
School for children			

23. Subjective wellbeing scale

Subjective wellbeing statements	Always true	Most time true	Sometimes true	Never true
I am a happy person				
I like to make others happy				
I have good feelings towards people around me				
I do feel unhappy occasionally				
I do feel unhappy more of the time				
I am usually afraid				
I am usually angry				
Satisfying life				
I am satisfied with my life overall				
I am satisfied with the rural environment and the conditions I live and work				
I am satisfied with the quality and quantity of food I eat.				
I am satisfied with the accommodation I have				
I am satisfied with access to communication				
I am satisfied with the income I make from my main occupation				
I am satisfied with the income I make from tourism activities				
I am satisfied with physical, financial and human assets				
I am satisfied with the attention to my health and available health facilities				
I am satisfied with the level of my family education				
Vitality and health.				
I am having sufficient energy				
I am feeling well-rested and healthy				
I am feeling physically active				

Subjective wellbeing statements	Always true	Most time true	Sometimes true	Never true
Resilience and self-esteem				
I am feeling good about myself and my involvement in tourism activities.				
I am feeling optimistic about my future.				
I am being able to deal with life's difficulties				
Positive functioning				
I am satisfied that I am free to do what I want to do for living				
I am satisfied that I have time to do what I want to do for living				
I am satisfied with my accomplishment from what I do for living				
I am satisfied that I am able to make use of my abilities to get engaged in livelihood activities				
I am satisfied that I am fully absorbed in what I am doing				
I am satisfied with the opportunities that I have to learn from my involvement in tourism activities				
I am satisfied that what I do is valuable and worthwhile to me				
I am satisfied that what I do is valued by others				
Social wellbeing				
I am satisfied that I pay tax and vote in elections				
I am satisfied with the extent and quality of my interactions in social groups and family				
I am satisfied with the support I receive from friends and others in time of needs				
I am satisfied with the level of trust I have for other people				
I am satisfied with the amount of fair treatment and respect I receive from others				

Subjective wellbeing statements	Always true	Most time true	Sometimes true	Never true
I am satisfied with my sense of belonging to my community and good rapport with people in my community				
I am satisfied that I participate actively in my community meetings and activities				
Environment and security				
I am satisfied with the physical environment in terms of roads, and other physical structures				
I am satisfied that the environment is friendly and accommodating				
I am satisfied that the environment is clean and healthy				
I am satisfied with the level of policing and crime rate. (I feel safe)				
I am satisfied that the environment is supporting our productive activities.				

APPENDIX 5
FOCUS GROUP DISCUSSION GUIDE

**Research Title: INVOLVEMENT IN TOURISM ACTIVITIES AND THE
WELLBEING OF RURAL HOUSEHOLDS IN SELECTED TOURIST SITES
IN SOUTHWESTERN NIGERIA**

Introduction

Thank you for being part of this discussion. We shall be discussing and obtaining information and your opinion on issues related to your well-being, agriculture and tourism activities in your community. Responses and information obtained from you will help us arrive at recommendations that will be useful in formulating policies to improve tourism and agricultural development in your community, and perhaps, elsewhere. We enjoin you to give honest contributions and opinions. Please be assured that your identity is protected, and information obtained will be used only for research purpose. Thank you.

Olaitan Alloh

Take pre-discussion questions from participants

Discussion Schedule/Community Profile

Community:
LGA:.....
State:.....
Facilitator:
Recorder:.....
Group:
No. of participants:
Language used:.....
Date of FGD:

Questions

1. How many households are there in this community?
.....
2. What is the main occupation of the people?
.....
3. Would you say the people are rich or poor, on the average?
.....
4. Are you satisfied with access to infrastructure and services in your community?
.....
5. When was the tourist site in your community discovered?
.....
- 6b. Probe to know more about the history and importance attached to the site traditionally
.....
6. Are the members of the community aware of the tourist site?
.....
7. What activities related to tourism are the people involved in?
.....

(Differentiate between tourism activities and tourist activities)

- 7b. Discuss the pattern of their involvement in the identified activities
.....
- 8. Are people from other communities around you restricted from getting involved in tourism activities due to the site in your community?
.....
- 9. What constraints to involvement in tourism activities in your community can you identify?
.....
- 10. What benefits do you think are there for those involved in tourism activities?
.....
- 11. How will you say that tourism has affected agriculture in your community?
.....
- 12. How has tourism affected the people and your community in the last five years?
.....
- 13. Are the people in your community happy on the average?
.....
- 4b. Probe further on what may make the people happy or otherwise
.....
- 14. Are they satisfied with their lives and their environment?
.....
- 15. What do you want to be done for your community as a tourist centre?
.....

Thank you for your time.

APPENDIX 6: IN-DEPTH INTERVIEW

Sir/Ma,

This is an interview schedule to obtain information for a study on the involvement in tourism activities and the wellbeing of households in your community. The result of this research is expected to contribute to formulation of policies that can improve tourism, agriculture and the wellbeing of people in rural communities like yours. We will therefore appreciate your cooperation in answering the questions honestly. Please be assured that your responses will be used for research purpose only and in confidence. Thank you.

In-depth Interview Schedule

(This is to be administered to selected leaders and individuals in the community and in the tourism management office)

Community Name _____

Local Government _____

State _____

Name of Interviewer _____

Date(s) of Interview _____

Names of Respondents	Sex	Age	Position in Community

1. What is your name?
.....
2. What is your Occupation.....
3. Please describe your position in the community.....
4. How old is this community?
5. How long have you been in the community?
6. Are you an indigene of the community?
.....
7. What is special about this community in terms of its history and activities of the people?
.....
8. In the last five years what major events or occurrences have greatly affected the wellbeing of the people?
 - i. Events/occurrences that made the people better off (*please note date and share of community affected*)
.....
 - ii. Events/occurrences that made the people worse off (*please note date and share of community affected*)
.....
9. How many people or households are currently in the community compared with five years ago?
.....
10. What are the different ethnic, religious and working groups in this community?

Social group (Ethnic group, Religious group, Working group)	Proportion of the local population	Associated main occupation	Perceived wellbeing status (better off or worse off)
Ethnic groups			
Yoruba			
Igbo			
Hausa			
Others (specify)			
Religious groups			
Christians			

Muslims			
Others			
Working groups			
Farmers			
Civil servants			
Traders			
Migrant workers/Landless			

11. How long has the tourist site in the community been in existence?
.....
12. What is the state of development in the tourist site? Poor () Fair () Good ()
13. How do you assess the tempo of patronage by tourist? Low () Moderate () High ()
14. What tourism activities can you identify that the people are involved in?

S/No.	Tourism Activities	Remark
i.		
ii.		
iii.		
iv.		
v.		
vi.		
vii.		
viii.		
ix.		
x.		

15. What is your assessment of the level of the people's involvement in the tourism activities in the community? Low () High ()

16. What is the state of socio-economic infrastructures in the community? Poor ()
Fair () Good ()
17. Have tourism activities improved infrastructures in the past five years? Yes ()
No ()
18. How has involvement in tourism activities affected the level of the wellbeing of the people?
Increase the level of wellbeing () no effect () Lower the level of wellbeing ()
19. How has tourism affected agricultural activities and production in the community?
.....
20. What are the constraints the people face in getting involved in tourism activities?
.....
21. Do you think the people are happy?
.....
22. How do you perceive the overall wellbeing of the people? High () Low ()
23. What will you suggest to improve tourism activities so that it can benefit the people more?
.....
24. Any other comments?

Thank you for your time.

APPENDIX 5: PLATES



Plate 1: Entrance into Ikogosi Warm Spring Resorts



Plate 2: FGD with men's group at Ikogosi



Plate 3: FGD with the youth group at Ikogosi



Plate 4: Interview schedule at Erinjiyan



Plate 5: Interview schedule at Ikogosi



Plate 6: Dilapidation at Ikogosi Warm Spring Resort: Conference room door attacked by termite



Plate 7: Diminished patronage at Ikogosi



Plate 8: Entrance into Olumirin Waterfalls



Plate 9: Interview schedule – Erin-Ijesha



Plate 10: IDI with the manager Olumirin waterfalls resorts,
Erin-Ijesha



Plate 11: FGD session with women group at Erin-Ijesha



Plate 12: FGD with the youths at Erin-Ijesha



Plate 13: Tourists buying goods at Erin-Ijesha



Plate 14: Interview schedule at Erin-Oke



Plate 15: Entrance into Idanre land



Plate 16: Interview schedule at Idanre Alade



Plate 17: FGD with women group – Idanre Odode



Plate 18: FGD with men group at Idanre Odode



Plate 19: Tourists at Idanre hills resorts