

## **Community Participation in Sustainable Tourism Development: The Case Study of Sukur Heritage Site, Adamawa State, Nigeria**

\*<sup>1</sup>Na'acha, F.E; <sup>2</sup>Nachana'a, A. C; <sup>3</sup>Achari, P.W.<sup>4</sup> Nachaiya, C.N.,  
<sup>5</sup>Victoria, B., <sup>6</sup>Anthony, N., <sup>7</sup>Celestine, O., And <sup>8</sup>Festus, S.

<sup>1</sup>Department of Zoology, School of Pure and Applied Sciences, Modibbo Adama University of Technology, Yola,  
Nigeria

<sup>2</sup>Department of Geography, Modibbo Adama University of Technology, Yola, Nigeria

<sup>5</sup>Department of Christian Religious Education, Adamawa State Polytechnic, Yola, Nigeria

Corresponding Author: \*<sup>1</sup>Na'acha, F.E

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**ABSTRACT:** This study investigate the importance of community participation in sustainable tourism activities of Sukur world heritage site in Madagali Local Government Area, Adamawa State. The aim of the study was to assess community participation in development and sustenance of the Sukur site as a resort center in Nigeria. Sukur, the study area compare of 11 villages with cumulative population of 6622 inhabitants based on the 2006 National Population Census data. Semi structured questionnaire was distributed to 386 respondents proportionally sampled for this study. Simple percentage was used to assess community awareness of respondent on the status of Sukur as a heritage site and problems hindering community participation on tourism development. The chi square analysis based on likert scale values was used to assess the level of community participation in the study area. The chi square value of 2.86 indicates among other things that the level of participation of the community members in tourism activities was insignificant. This was attributed to the low level of tourist flow in Sukur. This study therefore recommends the adoption of enlightenment campaigns to raise awareness on the need to be involved in tourism development of the study area and for the government to make all the necessary inputs towards making the study site attractive to Nigerians first, among others.

**Key words:** Sukur, tourism, heritage and development.

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### **I. BACKGROUND OF THE STUDY**

Tourism is one of the world's largest industries and has for a long time been seen as a means of economic development of nations because it can generate substantial foreign exchange earnings. For instance, foreign exchange earnings from tourism in South Africa are estimated at nearly US\$3 billion annually more than gold mining (SAT, 2002). Tourism can be a powerful and beneficial agent of both economic and social change. It has stimulated employment and investment, modified land use and economic structure and made a positive contribution to balance of payment in many countries of the world, for example Kenya, Canada, South Africa, Trinidad and Tobago, Dubai and many others (Boo, 1994).

In Tanzania, tourism accounts for about 50% of foreign exchange earnings (URT, 2007) and in Kenya it accounts for about US128 million annually from tourists attractions (Hodd, 2002). In most of these countries, residents of host community participate through the use of their traditional homes as accommodation/lodgings for tourists; others own were springs or pools where tourists bath (Lee, 2012). These gives home community a form of co-ownership as they are involved in most aspects of tourism development.

Over two decades after the development of Nigeria's tourism policy, very little has been achieved in making Nigeria a tourist destination in Africa. This is usually attributed to Nigeria's poor implementation of policies and the top down approach of such policies that most often leads to the alienation of host communities in all facets of development (Eja, *et al.*, 2012; Ayeni and Ibru, 2012). A plethora of problems that borders on socio-economics especially in terms of stakeholders participation, poverty and lack of requisite basic social infrastructures among others are pointers to the slothful development of the tourism industry in Nigeria. It is against the backdrop that this study looked at community participation in sustainable tourism development in Sukur kingdom of Adamawa State, Nigeria.

## II. METHODOLOGY

### Study area

Sukurkingdom is a village in madagali local government area in adamawa state, Nigeria. The area covers a total land area of 1942.50 hectares with a core zone of 764.40 ha and a buffer zone area of 1,178.10 ha(David and Sterner, 1995).Sukur kingdom has a total population of 6,622(NPC, 2006). The kingdom is divided into Sukursama (meaning uphill Sukur) and Sukurkasa (meaning downhill Sukur)(David and Sterner, 1995).

### Types and Sources of Data

Both primary and secondary data were used in this research. The primary data collected include the inventory of cultural features (such as pavements, walkways, shrines, stones walls)the type of facilities and services provided (such as accommodation, water availability, roads network, communication network provided), socioeconomic characteristics of tourists such as ages, educational background, occupation, level of community's participation in sustainable tourism, management policies (e.g. waste management, land use planning, involvement of staff, tourist and community in environmental issues, roles of partners for tourism development and so on) in place, community's role towards sustainable tourism and problem facing the heritage and also plans the future prospects of the community.

The secondary data sourced include the information collected from library, National museums and monument, Nigeria Tourism Development Corporation, published and unpublished materials from Adamawa State Tourism Corporation registry, Ministry of Culture and Tourism. Other secondary data on history were sourced from documented survey, books, pamphlets, newspaper and magazines on tourism development and management and, provided the requisite information on issues of ecotourism development in general.

The instrument used in the collection of data for this study is the questionnaire. Two sets of questionnaire were developed for the two sets of respondents, the community and the tourists. Cochran (1963) proportional sampling technique was used to determine the sample size for the study area to ensure balanced response based on population size of each village.

## III. DATA ANALYSIS

The statistical package for social science (SPSS version 15) was used in data analysis. Simple percentages were used to identify the demographic characteristics and level of awareness and community participation in tourism activities by the respondents in the study area. The mean value of 3.00 was used on the likert scale. Accordingly, the decision rule was based on whether the calculated value was above the mean value to agree with the likert statement or below to disagree with the likert statement.Hypothetical statements on a 5 point likert scale were also used in determining the level of participation in tourism activities by respondent. The calculated values were also used in chi square analysis to test the hypothesis of the research.

## IV. RESULT AND DISCUSSION

A total number of 386 sample size was used fromthe population of 6622 people of the 11 villages as shown in table 1. Wulla village with the highest population of 1003 people had the highest sample size of 58 respondents and Ndalime village had the lowest population of 272 people with 16 respondents. Table 2 shows that most of the respondents from the villages are between 20 – 49years age range, constituting 75% of the entire sampled population while only 25% of the sampled population consists of the middle aged and aged population that are within

**Table 1: Sample Size**

S/N	villages	Population	Sample Size
1	Humzu	506	29
2	Wulla	1003	58
3	Damaisamd	550	32
4	NdalimeTaula	272	16
5	Damai	648	38
6	Sukur A	648	38
7	Sukur B	623	36
8	KurangTolaga	372	22
9	TuksuKwashinahu	631	37
10	Sukur C (Mafa)	511	30
11	Rugudum	858	50
	Total	6622	386

**Table 2: Age and Educational status of Community Respondents**

Parameters	HZ	W1	Dm	Nd	Da	SkA	Sk B	Sk C	Kg	Tk	Rm	Total	%
<b>Age</b>													
20-29	7	15	8	4	10	10	9	8	6	9	13	97	25
30-39	6	12	6	3	8	8	7	6	4	7	10	77	20
40-49	9	17	10	5	11	11	11	9	7	11	15	116	30
50-59	3	6	3	2	4	4	4	3	2	4	5	39	10
60-69	4	9	5	2	6	6	5	5	3	6	8	58	15
Total	29	58	32	16	38	38	36	30	22	37	50	386	100
<b>Education</b>													
Non-formal	12	23	13	6	15	15	14	12	9	15	20	154	40
Elementary	6	12	6	3	8	8	7	6	4	7	10	77	20
Secondary	10	20	11	6	13	13	13	11	8	13	18	135	35
Tertiary	1	3	2	1	2	2	2	2	1	2	3	19	5
Total	29	58	32	16	38	38	36	30	22	37	50	386	100

Key: HZ-Humzu, W1-Wulla, Dm-Damaisamd, Nd-Ndalime, Da-Damai, SkA-SukurA, SkB-SukurB, Sk C-Sukur C, Kg-Kurang, Tk-Tuksu, Rm-Rugudum

**Table 3: Occupation and Annual Income of Community Respondent**

Parameters	HZ	W1	Dm	Nd	Da	SkA	SkB	SkC	Kg	Tk	Rm	Total	%
<b>Occupation</b>													
Civil Servant	4	9	5	2	6	6	5	5	3	6	8	58	15
Self Employed	10	20	11	6	13	13	13	11	8	13	18	135	35
Student	6	12	6	3	8	8	7	6	4	7	10	77	20
Others	9	17	10	5	11	11	11	9	7	11	15	116	30
Total	29	58	32	16	38	38	36	30	22	37	50	386	100
<b>Annual Income</b>													
<N10,000	10	20	11	6	13	13	13	11	8	13	18	135	35
N10,000-N29,000	5	10	5	3	6	6	6	5	4	6	9	66	17
N30,000-N49,000	9	17	10	5	11	11	11	9	7	11	15	116	30
N50,000-N69,000	4	9	5	2	6	6	5	5	3	6	8	58	15
N70,000-99,000	1	1	1	0	1	1	1	1	0	1	1	8	2
>N100,000	0	1	0	0	0	0	0	0	0	0	1	4	1
Total	29	58	32	16	38	38	36	30	22	37	50	386	100

**Table 4: Demographic Characteristics of Tourist Respondents**

Parameters	Number of Respondents	%
<b>Age</b>		
20-29	2	2
30-39	12	12
40-49	20	20
50-59	36	36
60-69	30	30
Total	100	100
<b>Educational Status</b>		
Non formal	15	15
Elementary	10	10
Secondary	20	20
Tertiary	55	55
Total	100	100
<b>Occupational Status</b>		
Civil Servant	50	50
Self Employed	30	30
Students	15	15
Others	5	5
Total	100	100
<b>Annual Income</b>		
< N10,000	0	0

N10,000-29,000	5	5
N30,000-49,000	15	15
N50,000-69,000	35	35
N70,000-99,000	20	20
>N100,000	25	25
Total	100	100

**Table 5:** Community Participation in Tourism Development of Sukur

S/N	Statements on level of participation on decisions that affect tourism development of Sukur	SA (5)	A (4)	U (3)	DA (2)	SD (1)	Mean	Decision
1	Community members are chosen but not allowed to make real input	154	118	3	61	50	3.69	Agreed
2	Tasks are assigned to community members with benefits, the government however decides the agenda and directs the process	220	117	43	5	1	4.84	Agreed
3	Opinion of the community is sought for but the government takes the final decision on tourism	103	95	109	64	15	3.54	Agreed
4	Community members work together with the government to make decisions but the implementation of the process is solely by the government	49	77	25	35	200	2.32	Disagreed
5	Members of Sukur community make the decisions and implement same without government interference	6	39	21	200	120	1.99	Disagreed
6	Members of Sukur community share ideas with the government to form action plans and implement same collaboratively	2	12	8	247	117	1.733	Disagreed
	Total						3.02	Agreed

$X^2 - 2.818$ ,  $df - 6$ , Asymp. Sign. – 0.831

**Table 6:** Local Contributions to Tourism Development

Option	No. of Community Respondent	%
Initiate Program	77	20
Raise Funds	116	30
Mass Mobilization	193	50
Total	386	100

**Table 7:** Community's Role towards Sustainable Tourism in the Study Site.

S/N	Options	No. of Community Respondents	%
1	Cooperation and cordial relationship between tourists and community	39	10
2	Meeting time to time between community and management staff for ideas	19	5
3	Observing the rules of the heritage	39	10
4	Workshop with youth of the community	39	10
5	Employment to the indigene should be given priority	115	30
6	Early awareness campaign and appropriate policies and funding	135	35
7	Total	386	100

**Table 8:** Inhibitors of Community Participation in Tourism Development

Options	No. of Response	%
Age	77	20
Poverty	154	40
Education	116	30
Religion	39	10
Total Community Response	386	100

**Table 9:** Respondents View of Trend of Identified Negative Impacts of Tourism in Sukur

Negative Impact	Increasing (%)	Decreasing (%)	Total
Prostitution	270(70)	239(62)	386
Stealing	193(50)	193(50)	386
Drug Abuse	309(80)	77(20)	386
Human Right Violation	232(60)	154(40)	386
Erosion of Traditional Values	309(80)	77(20)	386
Environmental Pollution	250(65)	96(25)	386
Crowding/Congestion	116(30)	270(70)	386
Prices of Goods/Services	347(90)	39(10)	386

The age range of 50 - 69 years. 40% of the community members have no formal education; elementary and secondary education have 20% and 35% respectively, the least was 5% who had some form of tertiary education. This indicates that most of the community members are enlightened enough to understand and answer the questions contained in the questionnaire adequately. Table 3 shows occupational status that 35% of the community respondents are self-employed in agro base activities such as animal husbandary and gardening, 30% are into other business activities such as meat selling, tourist guide, photography, commercial motorcycle operator and labourers, 20% are students of both primary and secondary schools in the study area, only 15% of the respondents are civil servants. In terms of annual income from tourism based activities, 35% of community respondents earn less than N10, 000 per annum or less N1000 per month, 2% earn less than N100,000 per annum or less N9000 per month and only 1% earn above N100,000 per annum or N10,000 and above per month. This indicates that more than 50% of the respondents in the community live on less than \$1 per day and are thus poor while only 48% are above the poverty line of living above \$1 per day. This may be due to the fact that most occupations in the community are tied to either agriculture or tourism which is low income ventures.

In the case of tourist respondents, Table 4 shows that age group between 50-59 had the highest of 36% respondents followed by the age group 60-69 which had 30%; the least was age group 20-29 with 2% respondents. 55% of the respondents have tertiary qualification followed by secondary 20%; the least was elementary with 10%. Based on occupational status of tourist respondents, 50% are government workers i.e. civil servant, researchers and government officials, 30% are self-employed such as business men and women while 15% were students and 5% were tourist involved in other activities. 35% of the tourist respondents earn N50, 000-69,000 which is the highest followed by 25% who earn above N100,000, none earns less than N10,000 per annum or less than N1000 per month. Community participation entails ownership of the project by members of host community which ensures sustainability of the world heritage site. This was measured based on decision rule on six likert statements given in table 5. Decision reached in the remarks column of table 5 was based on whether the calculated mean was greater or less than the likert scale mean of 3.00. Where the calculated mean is greater, we accept (agree with) the hypothesis (level of participation by community members is insignificant) otherwise we reject (disagree with it). The overall mean value of 3.02 (Table 5) suggest some level of participation by community members though at a very low level. To verify the level of participation by inferential statistics, the result of table 5 was further subjected to chi square analysis, the chi square result shows a value of 2.8 which is less than the minimum expected frequency of 3.02. This suggests that the level of participation of community members in tourism activities is insignificant. Table 6 shows that the major contribution of community members to tourism development is through mass mobilization of members for self-help projects and other tourism related activities constituting 50% of the response and the least was initiation of programs 20% to tourism development in the community. Table 7 shows that 35% of the role played by the community in ensuring sustainable tourism is through the organization of early awareness campaign, initiation of appropriate policies and funding same in the study area. Another 30% of the role is carried out through making sure that indigene youth find meaningful employment in the tourist administration of the Sukur world heritage. While 10% of the role is carried out through meetings with youth of the community on ways of managing tourists and observing the rules of the heritage site and only 5% of the roles are aimed at ensuring cordial relationship between residents and tourists. Table 8 shows the highest factor inhibiting effective community participation is poverty, representing 40% of the total response, followed by lack of high level of

education which is 30%. The least was religion which is 10%.The rate of deterioration of values in the community was given in Table 9; it shows the perception of respondents on the negative impacts of tourism in the study area. The table reveals a general increase in prices of goods and services of 90% followed by drug abuse and erosion of traditional values 80% simultaneously. It however reveals a decreasing trend in crowding and congestion 30%, perhaps due to migration of youths to urban centers while there was no change in stealing incidences.

## V. DISCUSSION

The sample size was determined by the use of proportional sampling technique in questionnaire and oral interviews on community respondents were also carried out. This method was chosen because they are suitable for exploring different perspectives and opinion of community members. The result in relation to age indicates that the population was well sampled as the active youth population from the age 20-49 at 75% involved in tourism development was sampled and suitable enough to justify other result of this study. The least was respondent from 50 and above. This result was similar to the result of Ponnaet *al.* (2011) who recorded 68% in age group 18-45 years and the least was age group above 60 years. Khadaret *al.* (2014) also recorded similar result of 17- 44 age group 58.4% which was the highest respondents and the least respondent was 50 and above 24.4%, but Maket *al.* (2017), findings showed that 50.7% of the respondents were aged 55 or above and were the highest respondents indicating that the elderly are dominant in number in Tai O, Hong Kong and only approximately 16% of the respondents were less than 34 years old. Educational status in this research area showed that the educational level is low because community members holds either primary or secondary school leaving certificate, only 5% had tertiary education and 40% had no formal education and are the highest respondents, Maket *al.* (2017) reported a similar result, that the respondents' education level was low compared to the general population of Hong Kong 2011. More than 30% of Tai O residents never received formal education and over 23% had only completed primary level education. Moreover, nearly one-third of the respondents were retired, reflecting that Tai O is an aging community, this findings disagrees with that of Ponnaet *al.* (2011) who reported that the people of Angkor area are quite educated; 43% had educational background in high school level and only 8.7% were illiterate. The low level of education could be due to poverty, lack of interest or the age of the respondents. Occupational status of the community shows that the involvement of community members in various entrepreneurial activities shows that they are resourceful which is perhaps due to the increased influx of tourists to the study area. Moyoet *al.* (2017), responded by saying that many respondents were involved in informal business trading, dominated by agricultural produce and livestock as an economic activity. This shows that most occupations are either tourism or agriculture which for now is low income generating activities due to their seasonality and low patronage. The annual income in this research was low and this report corresponded with the findings of Moyoet *al.* (2017), who recorded low income levels, with over 94.5% of those surveyed reported earning household income below USD 500. Findings shows that, income level of communities when related to the socioeconomic status, it affects tourism negatively and this could bring negative things concerning tourism such as prostitution, theft, acculturation. In the case of tourist respondent, most of them are from 50 years and above and 55% have tertiary qualification are civil servants with annual income of N50, 000 and above. This is to say that most tourist respondents are researchers, government officials and people who go for site seeing (adventure). The place is a heritage meant for researchers and students of tourism studies. The level of participation of community members in tourism development is insignificant and this result corresponds to the result reported by Warouwet *al.* (2017) in Manado Coastal Area, Indonesia even though Aref and Redzuan 2009) noted that participation is a dynamic process that is difficult to predict or quantify using standard assessment method; they suggest that it originates and moulded by individuals' experiences with participation. Some researchers, such as Taal (1993) have tried to quantify levels of participation. Taal (1993) suggested that such quantification can be misleading because it does not reflect the whole participation process and it is difficult to fit into each category of participation. Local contributions to tourism development involve mostly mass mobilization. Community's role towards sustainable tourism in the study site was more on creating early awareness campaign and putting appropriate policies, funding and also alerting the government through the management staff that employment to the indigenes should be given priority for sustainable tourism. The major inhibiting factors in Sukur is poverty and low educational level, this can pose a set back to the development of Sukur World Heritage. The community believes that the increase in prices of goods and services, the erosion of their traditional values, drug abuse and prostitution is as the result of tourism.

## VI. CONCLUSION

More than 50% of the population is aware that Sukur Kingdom is a World Heritage Site. The level of participation is low; this could be due to poor patronage of the site and poverty influencing emigration of youths to urban centers. There are management policies put in place by the government and non-governmental

organizations (NGOs) and local government policies, state policies, all these are to ensure sustainable tourism. Accordingly, the role of ecotourism in sustaining rural development cannot be over emphasized. It is meant to quicken the pace of human and infrastructural development of tourist sites and ensure diffusion of culture. Even though Sukur Kingdom enjoys the status of a world heritage site, its tourism potential is however not fully exploited because of poverty, inadequate social amenities and what can best be described as passive participation from the community. It is against this backdrop that the following recommendations are made.

## VII. RECOMMENDATIONS

For the heritage site to be sustained for future use, community participation should be improved, government should build more accommodation which can be in form of housing estate in the study area so that the tourist stay will be prolonged and enjoyable and thus generate more income, and also provide an office within the study area and equip it with a museum, library, souvenir, shops, tourist information post and cyber café. Government should ensure the involvement of local indigenous communities in tourism management, development policies design and implementation in order to link them to commercial tourism operators. This collaboration would ensure increased income generation in the study area and community members that are into tourism related entrepreneurial activities should be encouraged by enabling them have access to micro credit facilities and giving them tax holidays.

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