

Perceived Association of Sports Tourism with Economic Benefits under National Development Global Sports

¹Abubakar, M. N. (Ph.D), ² Musa, D. I. (Ph.D) ³ Abubakar, N. O. ⁴ Ajeigbe, Y. I. (Ph.D), ⁵Adeola, M. F. (Ph.D),

^{1, 2, 3 & 5} Department of Human kinetics and Health Education, Kogi State University, Anyigba, Kogi State, Nigeria.

⁴ Department of Human kinetics and Health Education, Kwara State University, Malete, Nigeria.

Abstract

This study examined the perceived association of sports tourism with economic benefits under national development global sports. The population comprised all the registered athletes of Kwara State Sports Council Ilorin. 349 respondents were selected using purposive sampling technique. The instrument for data collection was self constructed questionnaire, validated and tested for reliability. The reliability coefficient of 0.87 was obtained. Inferential statistic of Pearson Product Moment Correlation was used to analyze the data. The two null hypotheses set for the study were rejected at 0.05 alpha. The findings revealed that;

- i. Aesthetic nature of sports tourism centers significantly influenced the economic benefits under national development global sports with Cal. r-val. of .719 and Crit. r-val. of .113 at 0.05 level of sig.*
- ii. Adequate planning of sports tourism centers significantly influenced the economic benefits under national development global sports with Cal. r-val. of .372 and Crit. r-val. of .113 at 0.05 level of sig.*

The implication of the results were that aesthetic nature and adequate planning of sports tourism centers significantly influenced the economic benefits under national development global sports. Based on the findings, recommendations were made that effort should be made by stakeholders in sports development and the Government of Nigeria to invest more money to revitalize sports tourism centers to attract tourists across the globe. Adequate planning should be put in place for the conducive accommodation facilities and safety of the tourists both within and outside the sports centers

Key words: Sports tourism, Economic benefits, Aesthetic nature, adequate planning and National development.

Date of Submission: 09-10-2020

Date of Acceptance: 24-10-2020

I. Introduction

The role of sports in the development of youth cannot be underestimated. Sports all over the world are beautiful brides to behold and it is estimated that one out of four persons in the world like one sport or the other, while the population is still increasing. Sport is a social institution that brings people from different background together irrespective of the religious, ethnic, culture and political affiliation. Sport however, is far more than luxury or a form of entertainment and recreations to become a viable venture phenomenon that could not be over sighted in any developed and developing nation, worldwide (Adesoye & Abubakar, 2013). Omolawon (2013) opined that sport is an activity or experience that give enjoyment of recreation, past time diversion, which requires rigorous, bodily exertion and is carried on according to some traditional form or set of rules whether indoor or outdoor.

Sports have assumed an enviable height of being an instrument for youth development through promotion of unity, cooperation, curbing delinquency among youths, understanding, friendship, identification of talents and fostering of peace where offers like politics and religion have failed (Abubakar, Mohammed & Sule, 2019). Sport as a social phenomenon has grown from its humble beginning of being an entertainment and recreation pastime to become a viable and prominent business phenomenon that could no longer be ignored in the social, political and economic environment of any nation (Adesoye & Abubakar, 2013). According to Kambayari (2012), sport is a formidable instrument for nation building, unity, youth empowerment and behavior modification as well as veritable tool for promotion of sports economy, tourism and recreation. Sport fosters peace, unity and above all sustained development of human capacity.

However, sports tourism means to travel to take part, watch, or visit sport attraction areas either for competitive or non-competitive sports. People are now travelling far and wide just to watch their favorite clubs playing without knowing what spiked the popularity. Sports events of various kinds and sizes attract tourists either as a producers (Participant) or consumers (Spectators). Sports tourism can be classified into two broad categories. These are active sports tourism and passive sports tourism. Active sports tourism is travelling for the

purpose of participating in a sport, leisure or recreational activity. Whereas, passive sports tourism is travelling for the purpose of visiting a sport, leisure or recreational activity (Gonap, Ogoina and Nalkap, 2019). According to Radhika (2018) sports tourism is a mounting section and refers to individuals travelling to a destination, to participate in or watch sports that includes, world games, international test series, stadium tours, mass participation events, player's testimonials, group tours, sporting events and exhibitions. Sports tourism is regarded as the tourism, which is planned by the individuals with the purpose of observing or participating in various sports event (sports Tourism in India, 2014).

Sport tourism is continuously being utilized for the restructuring and repositioning of both rural and urban communities, developed and developing countries which are in great need of regeneration and revitalization in the emerging economies. Marumo, Lubbe & Pelsler (2015) observed the historical over-dependence of emerging economies on traditional industries, like mining and agriculture, the change expansion all over the world has forced the economies to shift towards diversified economies that emphasized the development of such service sectors as sport tourism. Therefore, hosting of sport tourism events, and exploring of sport tourism as a growth and development strategy among various nations will serve as avenues through which economic and other wider tourism benefits can be augmented in both short and long term sustainable development of the nations (Hinch and Highan, 2001).

Saayman, (2012) reiterated that sports tourism reinforces the national heritage, individuality, uniqueness and community spirit as local individuals can join together to promote their culture. Sports tourism makes provision of a vehicle through which the visitors can come to know the individuals, belonging to other countries and their culture. Sports tourism can initiate the restoration and preservation of cultural traditions (Sports Tourism in India, 2014). Sport tourism often leads to the fast-tracking of general infrastructure development, and to the creation of leisure and sporting facilities, which in turn, can attract investments in the lodging and catering industries for the local regions. (Njoroge, Atieno, and Do Nascimento, 2017). Sports tourism is beneficial to the individuals and all age groups, irrespective of socio-economic backgrounds. The main benefits of sports tourism are as follows:

Siyabulela & Tembi (2018) observed that sport tourism is seen as an ever-increasing industry, which has significant influences on the economic and social restructuring of the urban and rural, areas especially in the emerging destination context. According to research it was estimated that in 2005, 46.5 billion dollars was expended on sports and by 2017 it increases to 90.9 billion dollars (Olanrewaju, 2017). It was also estimated that two of U.S adults are sports travellers, while in the past five years 75.3 million adults attended organised sports (Olanrewaju, 2017). This shows how viable sports can be in ranking in higher revenue than other sectors and this can be replicated in Nigeria if due diligence is accorded to it. In the light of this, sports tourism remains an untapped gold mine in Nigeria, considering the population and the number of sports loving-people the country is blessed with.

Ehsani, Sogdel, Heidary & Jamshidi (2012) and Standeven & De knop (1999) reiterated that sport tourism, when analyzed holistically, has important synergies with the local arts and crafts, which, in terms of their part in local economic development, are crucial to cultural heritage preservation and to the general development of the local economies. (Radicchi, 2013) mentioned that some sport tourism events take place in beautiful and exotic locations and, by their mere nature and character, make the participants feel like heroes, since it take place under extreme conditions, and therefore test them to their limits. The above can be contextualized in relation to the Obudu Cattle Ranch Mount Race of Nigeria. The Race is an endurance challenge that brings thousands of visitors to Nigeria either as a participant or tourist.

In 2015, Lagos State Government set the machinery in motion to push Lagos into the eye of sports tourism by providing the necessary platform to sell the Mega city status of the state to world through sports tourism, the state organised events that attracted foreigners, thereby marketing the cultural diversity of the state. The platform yielded positive result as Lagos was able to host quite a number of world events within one year among such events are First Full International Marathon, 2016 Access Bank Lagos City Marathon where athletes came from all over the continent like Ethiopia, Kenya, and other parts of the world; with over 20,000 people involved in the race. Other competition hosted include; Monopoly competition tagged "City of Lagos Monopoly Game" lived up to its billing as 1.300 students drawn across the state gathered to play at the Tesline Balogun Indoor Sports Hall, Surulere Lagos and lastly the hosting of the 2016 Beeach Soccer Africa Cup of Nation (Olanrewaju, 2017). Such events are seen as being highly sustainable, based on the functionality for the promotion of local economic development of the nation.

Development is a process in which major clusters of old socio-economic and physical commitment are eroded and people become available for new patterns of socialization and behaviour. It is a gradual expansion in material and human resources in terms of quality and quantitative. So, in order to conceptualize the relationship between sport tourism with economic benefits under national development global sport, there is needed to take an overview of the benefits of sports from the perspective of individuals. Sports are avenues for social mobility of individuals from one class to another. This implies that sports organization and participation facilitates social

and economy development of a nation. Peter (2001) opined that sporting activities have been known to improve the health of both participants and the spectators as well. When people are healthy and happy, there is every-likelihood of increased productivity. Sport is regarded as a strong pillar of peace, unity, friendliness and mutual understanding among various nations. Sports enhance national development by generating income from sports-related sales and services. It equally supports business growth, job creation and entrepreneurship.

The researcher observed with keen interest that Nigeria is blessed with numerous tourism centers/potentials like National Stadium Abuja, National Stadium Lagos, Yankari Games Reserve, Ikogosi Warm Springs, Olumo Rock, Ogbunike Caves, Idanre Hill, Mambilla Plateau and Confluence of Rivers Niger and Benue to mention but few. However, most of these potentials are either totally neglected or partially developed. It's a form of development, a multi-sectorial activity such as social, educational, cultural and economic values that requires strategic planning at all levels. Inadequate planning in tourism sector, leads to decay tourism potentials in Nigeria. It is also observed that the desire of Nigeria leaders over the years to move economy to an enviable height had been crippled by Mono-Economy or overdependence on revenue from oil neglecting other areas such as sports tourism and agriculture. The fear is that the oil may dry up someday or face a stiff competition from other oil producing countries. Therefore, tourism sector is identified as a viable and sustainable source for income generation if given the required attention. It was based on these therefore; this study was embarked upon to assess roles of sports tourism and economic benefits under National Development Global Sports (NDGs).

Moreover, if the tourism sector is developed, it will be an additional source of income to Nigeria's foreign exchange portfolio.

Research Hypotheses

The following research hypotheses were formulated to guide the study;

1. Aesthetic nature of sports tourism centers will not significantly influence the economic benefit under national development global sports.
2. Adequate planning of sports tourism centers will not significantly influence the economic benefit under national development global sports.

II. Methodology

Descriptive survey method was used for this study because it entails the direct observation in the collection of data. The population for the study comprised all the registered athletes of Kwara State Sports Council. The total population was six hundred and ninety eight (698) as at the time of this study. A total number of three hundred and forty-nine (349) respondents were selected from the entire population using purposive sampling technique. The selection was based on fifty (50%) of the total population of the registered athletes so as to have a fair representation on which decision could be drawn. A self constructed questionnaire drawn based on the variables of study was used to collect data from the respondents.

There are two subscales with five items under each making a total number of ten items. The responses were rated on four points Likert rating of Strongly Agreed (SA), Agreed (A), Disagreed (D) and Strongly Disagreed (SD). This means that the maximum score is 10 points and minimum score is 1 point while, the average score is 2.5 points. The questionnaire was validated by three experts from sports management and related discipline. The reliability of the instrument was ascertained through test-retest method within two weeks interval and scores were correlated using Spearman Brown Proflecy formula. The value of 0.87 was obtained confirming the reliability of the instrument. Inferential statistic of Pearson Product Moment Correlation was used to analyze the data collected at 0.05 alpha level.

III. Result

Two hypotheses were formulated and tested with Pearson Product Moment Correlation statistics at 0.05 level of significance and the output were shown below.

H₀₁: *Aesthetic nature of sports tourism centers will not significantly influence the economic benefits under national development global sports.*

In order to test this hypothesis, responses of the respondents to items 1-5 on aesthetic nature of sports tourism centers and items 11-15 on economic benefits were collated on statistical coding sheets. The sets of data were subjected to Pearson "r" at 0.05 alpha level with the use of 22.0 Statistical Package of Social Science (SPSS) and the output is shown below

Table 1: Pearson “r” Showing Significant Influence between Aesthetic Nature of Sports Tourism Centers and Economic Benefits Under National Development Global Sports.

Variables	No	Mean	std	df	Cal. r-val.	Crit. r-val.	Decision
Aesthetic nature	349	3.41	.329				
Economic benefits	349	3.31	.339	347	.719	.113	Ho ₁ Rejected

P<0.05

Table 1: showed that the calculated r- value is .719 while the critical r- value is .113 with 347 degree of freedom and at 0.05 level of significance. Since the calculated r- value is greater than the critical r-value, the hypothesis one is hereby rejected and the alternative hypothesis upheld. This means that aesthetic nature of sports tourism centers will significantly influence the economic benefits under national development global sports..

H0₂: Adequate planning of sports tourism centers will not significantly influence the economic benefits under national development global sports.

In order to test this hypothesis, responses of the respondents to items 6-10 on adequate planning of sports tourism centers and items 11-15 on economic benefits were collated on statistical coding sheets. The sets of data were subjected to Pearson “r” at 0.05 alpha level with the use of 22.0 Statistical Package of Social Science (SPSS) and the output is shown below

Table 2: Pearson “r” Showing Significant Influence between Adequate Planning of Sports Tourism Centers and Economic Benefits Under National Development Global Sports.

Variables	No	Mean	std	df	Cal. r-val.	Crit. r-val.	Decision
Adequate planning	349	3.36	.236				
Economic benefits	349	3.31	.339	347	.372	.113	Ho ₁ Rejected

P<0.05

Table 2: revealed that the calculated r- value is .372 while the critical r- value is .113 with 347 degree of freedom and at 0.05 level of significance. Since the calculated r- value is greater than the critical r-value, the hypothesis two is also rejected and the alternative hypothesis upheld. This implies that adequate planning of sports tourism centers will significantly influence the economic benefits under national development global sports.

IV. Discussion of the findings

That aesthetic nature of sports tourism centers will significantly influence the economic benefits under national development global sports. In line with this, Radicchi (2013) mentioned that some sport tourism events take place in beautiful and exotic locations and, by their mere nature and character, make the participants feel like heroes, since it take place under extreme conditions, and therefore test them to their limits. This implies that, a well designed sports tourism complex, maintenance of sports tourism facilities for safety purpose, good climatic condition of sports tourism area, nice topography of the sports tourism arena and orderliness at sports tourism centers will enhance tourist’s visit which in turn boosts the economy development of the area or nation.

That adequate planning of sports tourism centers will significantly influence the economic benefits under national development global sports. This implies that a well designed sports tourism complex, good climatic condition, nice topography of the area, good accommodation facilities, access to transportation “To and Fro” sports area, good road network and above all adequate security at the venue of the events will attract the tourists. Siyabulela and Tembi (2018) noted that when sports tourism is adequately planned, it will have significant influence on the economic and social restructuring of the urban and rural areas especially in the emerging destination context.

V. Conclusion

Conclusions were made based on the findings of the study that;

1. Aesthetic nature of sports tourism centers will significantly influence the economic benefits under national development global sports.
2. Adequate planning of sports tourism centers will significantly influence the economic benefits under national development global sports.

VI. Recommendations

Based on the findings of the study, it was recommended that;

1. Effort should be made by stakeholders in sports development and Government of Nigeria to invest more money to revitalize sports tourism centers to attract tourists across the globe.
2. Adequate planning should be put in place for the conducive accommodation facilities and safety of the tourists both within and outside the sports centers.

References

- [1]. Abubakar, M. N., Mohammed, H. A. & Sule, T. O. (2019) Sports as a veritable tool for youths' development, peace and security: Journal of Sports Management and Educational Research (JOSMER) 4, 1: 169- 177
- [2]. Adesoye, A. A. & Abubakar, M. N. (2013) Promotion of health and fitness of students well being through sports science: Nigeria Journal of Health & Kinesiology 9, 7-13.
- [3]. Ehsani, M.; Sogdel, H.; Heidary, A. & Jamshidi, A. (2012) The impacts of hosting sporting events on sport tourism development: International Journal of Research in Business and Social Science, 1, 39-44.
- [4]. Gonap, E. G., Ogoina, H. P. & Nalkap, T. (2019) A survey of sports tourism facilities in Jos, Nigeria: International Journal of Innovative Research and Development 8, 7: 49-52
- [5]. Hinch, T. D. & Highan, J. E. S. (2001). Sports tourism: a framework for research: International Journal of Tourism Research, 3, 45-58
- [6]. Kambayari, A. (2012) History and Development of Sports and Games for Junior Secondary Schools in Nigeria: Joson-Sam Modern Printers@Mat-Sunshine Prints, Abuja.
- [7]. Morumo, K., Lubbe, S. & Pelsler, T. (2015) Sport tourism as a developmental initiative in the economy of Mafikeng. African Journal of Hospitality Tourism and Leisure 4, 2
- [8]. Njoroge, J.; Atieno, L. & Do Nascimento, D. (2017). Sports tourism and perceived socio- economic impact in Kenya: The case of Machakos County. Tourism and Hospitality Management, 23, 2: 195-217.
- [9]. Olanrewaju, A. (2017) Sports tourism as catalyst for economic development: Lessons from Lagos State, News Agency of Nigeria (NAN)
- [10]. Omolawan, K. O. (2013) Sports as a medium of improving quality of life and well-being: Journal of Sports Management and Educational Research (JOSMER) 3, 1: 13- 17
- [11]. Peter, G. A. (2001) Administration and organization of physical and health education, sports and recreation: Ibadan: Yew Printer
- [12]. Radhika, K. (2018) The significance of sports tourism: Retrieved 10/04/2020 from [https:// www.researchgate.net](https://www.researchgate.net) retrieved
- [13]. Radicchi, E. (2013) Tourism and sport: Strategic synergies to enhance the sustainable development of a local context: Physical Culture and Sport Studies and Research, 57: 44-57.
- [14]. Saayman, M. (2012) An introduction to sports tourism and event management. Johannesburg: Sun MeDIA METRO.
- [15]. Siyabulela, N. & Tembi, M. T. (2018) Sports tourism as a local economic development enhancer for emerging destinations: Euro Economical 1, 3: 70-83
- [16]. Sports Tourism in India (2014) India, China economics and cultural council: Retrieved 18/10/2018 from [https://www.icec-council.org/wp-content/uploads/2016/02/sports- Tourism-in-India](https://www.icec-council.org/wp-content/uploads/2016/02/sports-Tourism-in-India)
- [17]. Standeven, J. & De Knop, P. (1999) Sports tourism, USA: Human Kinetics Publication

Abubakar, M. N, et. al. "Perceived Association of Sports Tourism with Economic Benefits under National Development Global Sports." *IOSR Journal of Sports and Physical Education (IOSR-JSPE)*, 7(5) (2020): 27-31.