

**IMPACT OF ENTREPRENEURIAL INITIATIVES ON THE
PERFORMANCE OF TOURISM INDUSTRY IN SOUTH-
WEST NIGERIA**

By

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Being a Thesis submitted to the Department of Business and Entrepreneurship, School of Business and Governance. College of Humanities, Management & Social Sciences. Kwara State University, Malete, in partial fulfillment of the requirements for the Award of Master of Science (M.Sc.) Degree in Entrepreneurship.

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DECEMBER, 2019

DECLARATION

I declare that this study was carried out in accordance with the regulations of the University and the study has not been previously submitted for any degree at any higher institution. To the best of my knowledge, it contains no material previously published or written, except where due reference was made

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DEDICATION

This study is dedicated to my GOD Almighty

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ABSTRACT

In today's world, in developing economy the biggest issues of tourism industry are poor individual thinking and creative entrepreneurial skills. Entrepreneurial tourism in South-western Nigerian has not proven to be a catalyst of a sustainable economic growth as a result of ineffective government entrepreneurship policy. This study discussed the impact of entrepreneurial initiatives on the performance of tourism industry in South-west. Creative and sustainable tourism were adopted to measure job opportunities and business growth of tourism in South-west. Qualitative and quantitative research approaches were used, while cross-sectional survey research method is adopted to examine the effect of entrepreneurial initiatives on performance of tourism. The population for this study was four thousand, five hundred (4500) participant and owners of tourism in selected South-west State. 5-Likert Scale Questionnaire and structured interview was adopted to collect data, the method of data analysis is multiple regression and thematic analysis was used to examine the interview data. Findings shows that creative and sustainable tourism have a significant relationship with job opportunity and business growth, this is shown through their significance value (0.014, 0.000, 0.004 and 0.002) which are less than the chosen level of significance 0.10. The study recommended that Historical centres and national monuments should be kept for the future generation to learn from and major festivals in Nigeria should be properly showcased. Government policies that properly promote sustainable tourism should be implemented. Effective tourism development can lead to social amenities and tourist centre has brought about rural development in some communities. The study concluded that Tourism ideas are under-utilized in the host community. People in the community are not well enlightened about tourism activities. Nigerian museum is not properly managed, historical centres and national monuments should be kept for the future generation to learn from. The existence of tourism development need to provide social amenities. Major festivals in Nigeria are not properly showcased, while cultural background can bring about tourism development.

TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION.....	ii
CERTIFICATION.....	iii
DEDICATION.....	iv
ACKNOWLEDGMENTS.....	v
ABSTRACT.....	vi
TABLE OF CONTENTS.....	vii
LIST OF TABLES.....	x

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study.....	1
1.2 Statement of the Research Problem	4
1.3 Research Questions.....	6
1.4 Objectives of the Study	6
1.5 Research Hypotheses	7
1.6 Significance of the Study	7
1.7 Scope of Study.....	8
1.8 Limitations of the Study.....	8
1.9 Operationalization of Constructs into Variables.....	8
1.10 Operational Definition of Terms	9

CHAPTER TWO

LITERATURE REVIEW

2.0 Preamble.....	11
2.1 Conceptual Review.....	11
2.1.1 Overview of Entrepreneurship.....	11
2.1.2 Entrepreneurial Initiatives.....	15
2.1.3 Sustainable Tourism.....	18
2.1.4 Tourism Industry in South-west.....	19

2.1.5 Economic Importance of Tourism Industry in South-west.....	21
2.1.5.1 Lagos coastline.....	22
2.1.5.2 Arts and Crafts.....	23
2.1.5.3 Festivals and Traditional Dancing.....	24
2.1.5.4 Unique Historical Events.....	24
2.1.5.5 National Monuments, Sites and Museums.....	25
2.1.5.6 Tourist Arrivals.....	25
2.1.6 Nigeria’s Tourism Potentials.....	26
2.1.6.1 First Storey Building in South-west	28
2.1.6.2 Badagry beach.....	29
2.1.6.3 Lekki beach.....	30
2.1.6.4 Kuramo beach.....	30
2.1.6.5 Ojude Oba Festival.....	31
2.1.6.6 The Osun Osogbo Festival.....	32
2.1.6.7 The Eyo Festival.....	33
2.1.7 Performance of Tourism Industry in South-west.....	34
2.1.7.1 Business Growth.....	34
2.1.7.2 Job Opportunities.....	35
2.2 Theoretical Review.....	36
2.2.1 Sustainable Development Theory.....	36
2.2.2 Sociological Entrepreneurship Theory.....	37
2.2.3 Theory of Economic Development	38
2.2.4 Socio Cultural Theory.....	39
2.3 Empirical Review.....	40
2.4 Gaps in the Literature.....	47

CHAPTER THREE

METHODOLOGY

3.0 Preamble.....	48
3.1 Research Design.....	48
3.3 Population of Study	49
3.4 Sample Size Determination.....	49
3.5 Sampling Technique.....	50
3.6 Research Instruments.....	50
3.7 Source of Data.....	51
3.8 Method of Data Analysis.....	51
3.9 Validity of Research Instruments.....	51
3.10 Reliability of Research Instrument.....	52
3.11 Ethical Considerations.....	52

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.0 Preamble	53
4.1 Data Analysis.....	53
4.1.1 Demographic Information of Respondents.....	54
4.1.2 Test of Questionnaire.....	55
4.2 Test of Hypotheses.....	63
4.2.1 Test of Hypothesis One.....	63
4.2.2 Test of Hypothesis Two.....	65
4.2.3 Test of Hypothesis Three.....	67
4.2.4 Test of Hypothesis Four.....	69
4.3 Thematic Analysis of the Interview Responses.....	71
4.4 Discussion of Result and Findings.....	81

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.0 Preamble.....84

5.1 Summary of Findings.....84

5.2 Conclusion85

5.3 Recommendations86

5.4 Suggestions for Further Study86

5.5 Contributions to Knowledge.....87

References88

Appendix.....96

List of Tables

Table 3.1 Population of the Study.....	49
Table 3.2 Sample Size Determination by Proportion.....	50
Table 4.1 Administered Questionnaires.....	53
Table 4.2 Characteristics of the Respondents' Demographic Information.....	54
Table 4.3 Distribution of Respondents' Response on Creative Tourism.....	55
Table 4.4 Distribution of Respondents' Response on Sustainable Tourism.....	57
Table 4.5 Distribution of Respondents' Response on Business Growth.....	59
Table 4.6 Distribution of Respondents' Response on Job Opportunity.....	61
Table 4.7 Hypothesis One Model Summary.....	63
Table 4.8 Hypothesis One ANOVA.....	63
Table 4.9 Hypothesis One Coefficients.....	64
Table 4.10 Hypothesis Two Model Summary.....	65
Table 4.11 Hypothesis Two ANOVA.....	65
Table 4.12 Hypothesis Two Coefficients.....	66
Table 4.13 Hypothesis Three Model Summary.....	67
Table 4.14 Hypothesis Three ANOVA.....	67
Table 4.15 Hypothesis Three Coefficients.....	68
Table 4.16 Hypothesis Four Model Summary.....	69
Table 4.17 Hypothesis Four ANOVA.....	69
Table 4.18 Hypothesis Four Coefficients.....	70
Table 4.19 Distribution of the Respondents' Demographic Information for Interviewers.....	71

List of Figures

Figure 2.1 Conceptual Framework of Entrepreneurship Initiatives and Performance.....	14
Figure 4.1 Thematic Representation of the Study.....	73
Figure 4.2 Thematic Representation of the Business Growth.....	74
Figure 4.3 Thematic Representation of Public Private Partnership.....	75
Figure 4.4 Thematic Representations of Privatization.....	76

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Entrepreneurship plays a significant role in the growth and development of any contemporary economy. Entrepreneurship is seen as the engine of economic growth and a driving force of decentralization, economic restructuring and movement in the direction of market economy. The notion of entrepreneurship was first recognized in the 1700s, since then the significance of entrepreneurship has developed ever since (Pahuja, 2015). Conceptually, entrepreneurship is the process of acting upon earlier unnoticed profit opportunities to produce a new process or output. Entrepreneurs bear the risk associated with economic development because they undertake new ideas and commit resources into new business venture, from which substantial rewards are expected, both immediately and in the foreseeable future economy.

Entrepreneurship in tourism is the act of being an entrepreneur in the field of hospitality, leisure and recreation. Tourism entrepreneurs are people who have the ability to see and evaluate business opportunities, gather the necessary resources to take advantage of them and initiate appropriate action to ensure success. Tourism entrepreneurs are risk taker who bears uncertainty, devotion to duty and creates entertainment business activities which may be new or expand existing one. Tourism entrepreneurs take advantage of opportunities in environment by planning, organizing and making use of resources often by innovating new or improving existing services. Tourism business has played a significant role in the growth, development and industrialization of many economies, all over the world.

Tourism entrepreneurship represent the veritable vehicle for achieving objectives of employment generation, poverty reduction, indigenous technology. Which have reduced the flow of people from rural to urban areas, increase the gross domestic earnings etc. at low investment rate as well as the development of capabilities. There is a dearth of qualified manpower in the tourism industry and academic to provide a competitive edge that is required to reposition the industry in Nigeria (Esu, 2012). Tourism entrepreneurs constantly look at attractive and unique environment to meet the changing requirements of the customers. Entrepreneurial tourism is as old as ancient history itself and dates back to period when Harappan culture flourished in India. The artisans and royal patronage of Indian kings have contributed to the entrepreneurship in the early ages of Asian

history. Government all over the world have realized the importance of entrepreneurial tourism and formulated comprehensive public policies to encourage, support and fund the establishment of some institutions. This can be achieved through entrepreneurship initiatives in the form of small and medium businesses for employment generation through the use of local raw materials and technology for production. According to World Tourism Organization, Iran ranked fifth in natural attractions and tenth in historical attractions which have reduced the rate of unemployment, the need to increase foreign exchange earnings and foreign investment. More attention to these areas have increase their foreign exchange earnings, and introduce entrepreneurship culture to the world. Many merely define entrepreneurship as an opening one's own business. Most individuals deliberate an entrepreneur is all about producing novel idea (Fernandes, 2016).

Creativity in tourism can eliminate unemployment, economic instability and social ills, it is the key to growth in tourism industry and environment development of any country. In recent years, most of the developing economies have actively encouraged entrepreneurial culture because its lucrative opportunities. So, today, all organizations, companies and communities are trying to understand this process, and how it can be implemented. Like other activities, the tourism productiveness must be able to clearly understand the requirements of the process, tools and opportunities to the entrepreneurs.

Nigeria as country has numerous tourism business and investment potentials due to the abundant, vibrant and dynamic human and natural resources it possesses. The performance and effectiveness of tourism in the country as an instrument of economic growth and development has long been under scrutiny. This intense scrutiny has been against the backdrop of the low performance and inefficiency that characterized small business particularly in assessing its role on economic growth and development. A nation's ability to generate a steady stream of tourism business opportunities can only come about when its people take to entrepreneurial activities.

Nigerians have equally made their marks in diverse fields such as tourism, science, technology, academics, business and entertainment. Entrepreneurship activities and innovative ingenuity in Nigeria need to be improved into enterprises in areas such as agriculture/agro-allied, solid minerals, transportation, information, and telecom, hospitality and tourism business, building and construction etc. Entrepreneurship is the cornerstone and at the heart of the free enterprise

economy (Popoola, 2014). Sustainable tourism is an activity that involves the discovery, evaluation and exploitation of opportunities to introduce new goods and services, ways of organizing marketing processes, and raw material through organizing efforts that previously had not existed.

In addition, the 2012 Global Entrepreneurship Monitor (GEM) has empirically identified Nigeria as one of the most entrepreneurial countries in the world. The study showed that 35 out of every 100 Nigerians (over a third) are engaged in some kind of entrepreneurial activity or the other. It is therefore imperative at this point in time to critically evaluate not just the principles of entrepreneurship but the practice and its crucial role in fostering economic growth and development in a developing economy like Nigeria. The component of a tourism destination comprises a variety of stakeholders nurturing a wide range of both compatible and conflicting interests (Cooper, 2011). As such, one important sector which makes significant contributions in the tourism industry is entrepreneurship.

Therefore, south-west entrepreneurs have to get familiar with sustainable tourism through entrepreneurship, and the next step is making the relationship between these two. Therefore, in order to diversify the sources of business growth, foreign exchange earnings and employment opportunities of the country, the development of the tourism industry is very important. Osun, Ogun and Lagos tourism industry now plays a crucial role in the economy of Nigeria. In fact, the tourism industry has become an important part of providing income for the country. Every state should utilize their tourist attractions and discover other areas, which can attract foreign investors. This development can increase the cultural activities of Nigerian economy and leave no one in doubt as to the need to develop and sustain our tourism industry.

Nigeria is a vast and fascinating country with varying geographical regions and ecological zones. It has diverse and amiable climates rich in biological diversity like waterfalls, cultural heritage, national parks, art and craft, pleasant and distinctive sceneries. Nigeria government has to diversify the economy to incorporate the tourism sector with creating tourism associations all over the world. Most of the tourist attractions and major festivals in Nigeria are Obudu cattle ranch (Cross River), Duban festival (Kano, Kaduna, Niger, Sokoto, Ilorin), Eyo festival (Lagos state). Ikogosi warm

spring (Ondo), Osun Osogbo festival, Idanre Hills, Erin Ijesha water falls (Osun), Olumo rock (Ogun) Zuma rock (Abuja), ancient city walls in Kano, Gurara water Falls (Niger).

1.2 Statement of the Research Problem

In today's world, in developing economy the biggest issues of tourism industry are poor individual thinking and creative entrepreneurial skills. Entrepreneurial tourism in South-western Nigerian has not proven to be a catalyst of a sustainable economic growth as a result of ineffective government entrepreneurship policy. It is unfortunate that in spite of the benefits of tourism entrepreneurship, the Nigerian government, investors in tourism business, promoters and even the host communities where these tourism sites are located, seem not to bother much in developing and promoting tourism entrepreneurship in Nigeria (Obioma, 2013).

To this effect the federal government had on several occasion initiated various programmes in a bid to empower and encourage entrepreneurial activities, taking cognizance of the pivotal role it plays in economic development necessary for enhanced standard of living of the people. Entrepreneurial tourism opportunities have not been identified and this have brought slow or no development in the communities. However, the nation's tourism potentials have not been effectively harnessed because the local entrepreneurs and the stakeholders are not adequately engaged and informed.

Tourism industry in South-western States like Lagos, Osun and Ogun State have not been able to develop the community where there are tourist attractions as a result of unavailability of creative and innovative ideas. Koh & Hatten (2014) claimed that it is only when tourist businessmen exist in a society's environment, landforms, flora and fauna, historic artifacts, and cultural heritage enclaves become tourism resources which can be renovated and transformed into tourist attractions and destination. Creative tourism are key factors in entrepreneurship and tourism industry, however as creative as Nigerians are they have not been able to help in the development of entrepreneurship. Other factors that leads to the slow rate of innovation and creativity in the community include poor mismanagement and inadequate planning.

As a result of unavailability of creative ideas in Nigerian tourism industry many youths have not been able to identify opportunity in this industry. Tourism opportunities cannot be sustained

without creative and innovative ideas. Enough commitment has not been devoted to the development of the communities due to the inability to inculcate the entrepreneurial culture. Insufficient knowledge of the entrepreneurial tourism has affected entrepreneurs to identify job opportunities. The main statements of the research problems are explained below:

Nigeria, with its vast landmass, physical features rich cultural diversity, numerous wild life zone clearly has several advantages over some countries (Udeme, 2010). Despite these natural endowments, the tourism sector had contributed less than 10% of Nigeria's GDP annually. There exist diverse economic, social and political problems at different magnitudes facing nations of the world and the third world countries are not excluded. These diverse economic, social and political problems have adversely affected the sustainable development of the countries, including the high unemployment rate they are currently facing (Ayeni & Ebohon, 2012).

Unemployment has become a global phenomenon of the 21st century; the problem is becoming more complex every year. Unemployment, underemployment and rural-urban migration have enveloped the Nigerian labour market. This has been compounded by frightening number of graduates from polytechnics, colleges of education, mono-technics and universities that leave school each year. This has increased the rate of social vices like robbery, kidnapping, prostitution, human trafficking, child abuse and unfair labour practices experienced in Nigeria by the unemployed youths, (Ryan, Mottiar, & Quinn 2012).

The tourism industry has been identified as one of the key industries for driving economic development and economic transformation in Nigeria. The marketing challenges facing tourism businesses are unique in that these businesses cannot be promoted in isolation from their competing and complementary products. Entrepreneurship quality, entrepreneurial leadership, market and marketing orientation, have not been identified with positive influence on the business performance of a tourism enterprise. Also, specific factors that influence success in small tourism businesses have not been identified to increase performance. The relationships between creativity, innovation, and sustainable tourism have not been explored with their common elements by the managers, government authority and alliances.

These elements of creative tourism on one hand, and innovation orientation on other hand, have not been positively linked to various measures of business growth performance. In this context, many studies suggest that the performance of a small tourism enterprise have not been determined by the personality of its entrepreneur. So, owner-managers can not completely recognize the potential of a particular project. Which have limited their necessary action to implement these tourism policies. Against this backdrop, entrepreneurship tourism when and if gallantly developed in Nigeria took her pride of place in reducing unemployment and thus generating employment among Nigerian youths especially the graduates and place the economy on a proper footing.

1.3 Research Questions

The main question this study answered is how can entrepreneurial initiatives increase performance of tourism industry in South-western States.

1. To what extent does creative tourism bring about business growth in tourism industry?
2. How does creative tourism increases job opportunities in tourism industry?
3. What is the effect of sustainable tourism on business growth in tourism industry?
4. To what extent does sustainable tourism does affects job opportunities in tourism industry?

1.4 Objectives of the Study

This study explored the impact of Entrepreneurship initiatives on performance of tourism industry in South-western States.

The specific objectives are to:

1. Investigate the extent to which creative tourism brings about business growth in tourism industry.
2. Evaluate the effect of creative tourism on job opportunities in tourism industry.
3. Determine the impact of sustainable tourism on business growth.
4. Demystify how sustainable tourism affect job opportunities in tourism industry.

1.5 Research Hypotheses

For the purpose of this research, the following research hypothesis was formulated.

Ho₁ Creative tourism has no significant effect on business growth in tourism industry.

Ho₂ Creative tourism have no significance impact on job opportunities in tourism industry.

Ho₃ Sustainable tourism does not have significant effect on business growth in tourism industry.

Ho₄ Sustainable tourism has no significant effect on job opportunities in tourism industry.

1.6 Significance of the Study

This study examined the impact of entrepreneurship initiatives on performance of tourism industry in South-western States, Nigeria. The study brought into limelight the need for the impact of entrepreneurship initiatives considering the role in the tourism industry and in the economic development in Nigeria. The study drew the attention of the entrepreneurs of tourism industry under the study and the views of the tourist concerning the effect on economic development in Nigeria.

The study provided knowledge on sustainable tourism through building credibility with the communities. The application of the knowledge derived from the study served as a means of improving the performance of tourism industry and it also served as added advantage to private organizations, revealing ways in which entrepreneurs can exploit various opportunities in tourism industry. The study gave insight on job opportunities from the proper utilization of Nigerian tourism centers.

Entrepreneurial tourism is an aspect of community development which involves creating value and business process benefits. Implementation of tourism programmes can bring about job creation, cultural heritage and economic development. It created government's awareness towards the need to recognize and capture tourism activities in Nigeria.

The research provides a strong background to academia, serving as a source of reference and existing body of knowledge for a more elaborate future research on the influence of entrepreneurship on performance of tourism attractions in Nigeria. Furthermore, this study is noteworthy to a number of concerned parties, ranging from Academia, to Entrepreneur, tourist government authorities and different business organizations in improving tourism. Also, this study is important to public organizations in Nigeria on knowledge of tourism industry.

Lastly, this study is significant to research students and scholars in drawing empirical analysis. It is useful to other forms of organizations, entrepreneur and researchers that would refer to it and consider objectively, the recommendations proposed.

1.7 Scope of Study

This study examined the impact of entrepreneurial initiatives on performance of tourism industry in Nigeria. The scope of the study covered the owners of tourism centres in Lagos, Osun, and Ogun which are under the selected South-western States, Nigeria. While the target population were the owners of tourist centres, and National Tourism Board (NTB). The justification of choosing the areas mentioned is because of the existence of popular tourism activities. For example, the EYO Festival in Lagos, Osun Osogbo festival in Osun State and Ojude Oba in Ijebu Ode Ogun state. This study focused on the time frame of 2016 -2019, this enabled the researcher have a clear view of tourism activities in the selected South-western States.

1.8 Limitations of Study

This study is limited by the number of variables used to measure the impact of Entrepreneurship initiatives on the performance of tourism industry in Lagos, Ogun and Osun. The major constraints were the reluctant attitudes of respondents to divulge the required information. The researcher overcame this through the mechanism of persuasion and appeal to the respondents. Due to restriction on time and resources, the study had to be supported by the tourism office information.

1.9 Operationalization of Constructs into Variables

Operationalization involves the concept in which the dependent and independent variable can be practically measured. Operationalizing the impact of Entrepreneurship initiatives on the performance of tourism industry is expressed below: -

The Independent construct of this study is **Entrepreneurship Initiatives** denoted by X while the dependent variable is **Performance of Tourism industry** denoted by Y, the construct and variables are stated below:

$$Y = f(X)$$

Where X = Entrepreneurship Initiatives

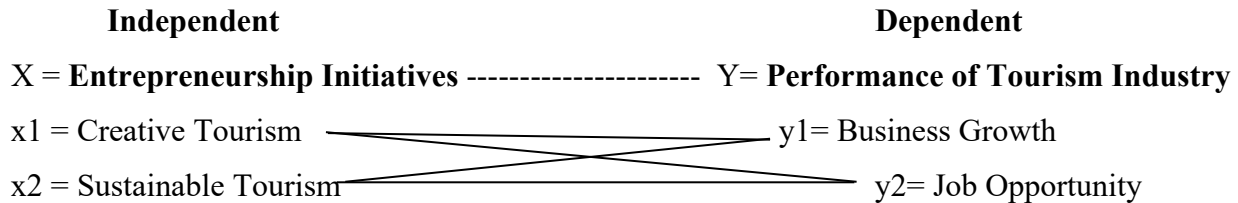
x1 = Creative Tourism

x2 = Sustainable Tourism

Where Y = Performance of Tourism Industry

y1 = Business Growth

y2 = Job Opportunity



1.10 Operational Definition of Terms

Entrepreneurship: Entrepreneurship is the process of venturing into a new business or businesses, captivating on the risks in the positivity of making a maximum turnover. Entrepreneurship plays a pivotal part in the success of economic growth in any country. (Obioma, 2013).

Entrepreneurial Initiatives: The idea of tourism entrepreneurship entails offering creative and hospitable services to tourists in the different tourist destinations, yet realizing returns on investment. These initiatives are public private initiatives, public enlightenment, privatization of tourism centres, human resource skills and exhibitions (Mustapha, 2013).

Tourism Industry: These involves firms in tourism business, there are hotels, accommodation, resort centers, film and home video production; these firms provide tourism services and goods to visitors, including: hospitality (hotels, restaurants, etc.), transport, tour operators and travel agents and other branches (Raimi & Towobola 2011)

Creativity Tourism: Involves creative areas that have the tendency to attract attention from different people. It is also the ability to come up with new ideas and to identify new and different ways of turning an historical area into a beautiful tourist site, (Paul, 2017).

Sustainable Tourism: Is the process of creating an environment which attracts tourist from different part of the world for a very long time. This is done by a group of individuals who are encouraged to brainstorm new ideas, create and take risks, to achieve a successful tourism business.

Entrepreneurship Skill: Are skills to new way of doing business to add value to the customer, community and the country at large. Entrepreneurial skills also involve tourism training, designs

and transfer of skills and competencies in opportunity awareness to the public, technology, and dealing with government agencies at micro level, (Patel, 2012).

Economic Development: Is the process by which a nation improves the economic, political and social well-being of its people. It is also the growth of the standard of living of a nation's people from a low-income economy to high income economy, (Ogunfuyi, 2008).

Community Development: Is a process where community members come together to take collective action and generate solutions to common problems, community well-being, (economic, social, environmental and cultural) often evolves from this type of collective action being taken at the grassroots levels, (Pahuja, 2015).

Cultural Heritage: Is the legacy of physical artifacts and intangible attributes of a group or society that is inherited from past generations. Preserved in the present and bestowed for the benefit of future generations, (Okusipe, Obafemi, & McArthur, 1999).

CHAPTER TWO

LITERATURE REVIEW

2.0 Preamble

This study is designed to examine the Impact of Entrepreneurial initiatives on the Performance of Tourism Industry in South-western States, Nigeria. The researcher reviewed literatures relating to the creative tourism and sustainable tourism under entrepreneurship while job opportunities and business growth reviewed were under performance of tourism industry. The researcher also took into cognizance community culture, cultural heritage, and tourism attraction in Nigeria. Expedient areas that were also reviewed are theoretical and empirical aspects of literature review, this chapter concluded with gap in literature.

2.1 Conceptual Review

2.1.1 Overview of Entrepreneurship

The word “entrepreneur” is derived from the French verb *entreprendre*, which means to undertake. Economic scholars from the time of Adam Smith, through the neoclassical era, the English Economists, the American economists down to the German School all have their various perspective of the role and function of the entrepreneur in economic development. Entrepreneurship is the journey of opportunity, exploration and risk management to create value for profit and/or social good. Entrepreneurship plays a pivotal part in the success of economic growth and lead to business paybacks (Nako, Dejan, Tatjana & Oliver, 2011). There is agreement however that creation of wealth is not a function of land, labour and capital alone.

While the importance of these basic productive factors is recognized, more important is the role of the entrepreneur or the organizer. Entrepreneurship is the utmost and an imperative facet of economic growth in the past and the contemporary era. Entrepreneurship is the process of venturing into a new business or businesses, capitalizing on the risks in the optimism of making a maximum turnover. In this way, entrepreneurship quality invariably leads to job creation in tourism business and increase economic growth. The concept of entrepreneurship has been a subject of much debate and is defined differently by different authors. Some of them view it as ‘risk-bearing’ others call it as ‘innovations’, yet others consider it as ‘thrill seeking’. Therefore, from this point of view, entrepreneurship is about generating value by using different input method

in an innovative manner for the customer, and the value of the product or service which have to cross the limit of its production cost (QuickMba 2010). In a conference of entrepreneurship held in USA, entrepreneurship is seen as the attempt to create value through recognition of business opportunity. The management of risk taking is appropriate to the opportunity and through the expansive and management skills to mobilize human, financial and material resources necessary to bring a project to fruition.

From the ground level of a business take it up and turning it into a profitable business is the entrepreneurship, (Brooks & Bam, 2015). Entrepreneurship is the process of bringing together creative and innovative ideas and coping them with management and organization skill in order to combine people, money and resources to meet an identified need and thereby, creating wealth. Although, each of these definitions or description views entrepreneur from a slightly different perspective. They all contain similar notions such as risk taking, organizing, creating wealth, initiative and newness. Mustapha, (2013) sees entrepreneur as the organizer whose input gave value to the other resources when combined in the production process. The capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses. Udu, Udu, & Eze (2008) argue that entrepreneurship is the process of using available capital in any form for business endeavours in an open and free-market economy for the sole purpose of making profits. Udu, et al (2008) see entrepreneurship as a process by which economic and commercial activities necessary for the improvement of the standard of living of the society are created by entrepreneurs, individuals, institutions, corporations and governments.

Paul (2017) argues that entrepreneurship is more than “starting a business.” It is a process through which individuals identify opportunities, allocate resources, and create value. This creation of value is often through the identification of unmet needs or through the identification of opportunities for change. It is the act of being an entrepreneur which is seen as "one who undertakes innovations with finance and business acumen in an effort to transform innovations into economic goods. Hence Entrepreneurs see “problems” as “opportunities,” and then take action to identify the solutions to those problems and the customers. Entrepreneurship initiatives has also led to employment generation, growth of the economy and sustainable development. Entrepreneurship is the process of bringing together creative and innovative ideas and coping them

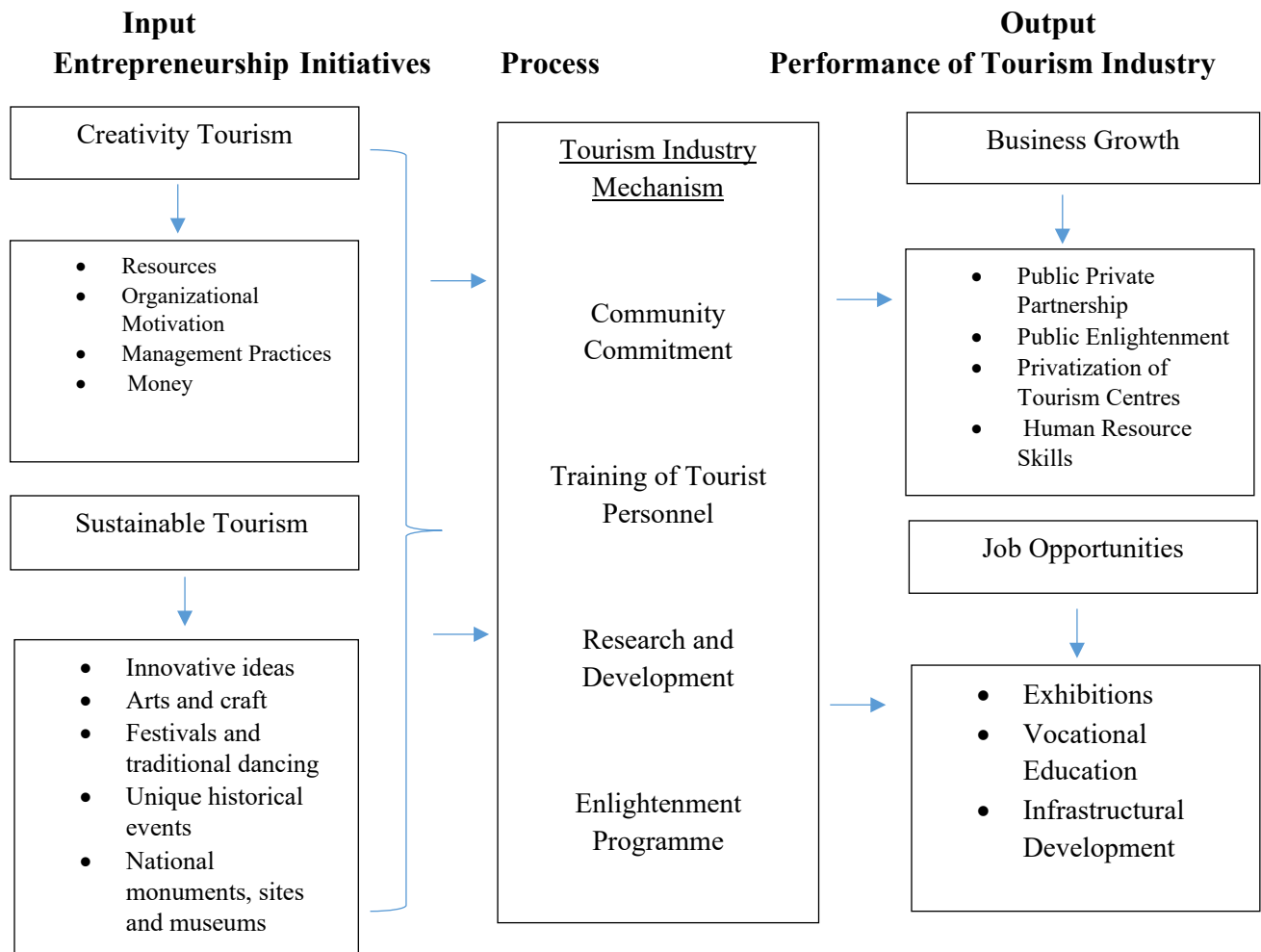
with management and organization skill. In order to combine people, money and resources to meet an identified need and thereby, creating wealth. Entrepreneurship success leads to independent in society livelihood in term of economic gain (Koh & Hatten, 2014).

The term entrepreneur, in French, if literally translated, means “go-between” and has been used since the 12th Century. An earliest example of an entrepreneur as go-between is Marco Polo, who attempted to establish trade routes to Far East. As a go between, Marco Polo would sign a common contract with a capital provider (capitalist) to sell his goods, which provided loan to the merchant–adventurer at a high interest rate, including insurance. Entrepreneurship can be considered the pioneer of the development of modern tourism and to study its impact on the quality of services offered to tourists has only recently become a subject of research in tourism (Bartoluci & Buda, 2010).

Koh & Hatten (2014) identified the prominence of entrepreneurs in tourism development and claimed that the birth of tourism business is not an act of nature but an act of the tourism entrepreneur. The capitalist, being the passive risk bearer, and the merchant, bearing the physical and emotional risk used to trade the goods. After the merchant completely sold off the good, the profits were divided between both with capitalist taking around 70-75 percent. While the merchant- adventurer getting the remaining 25-30 percent. In the Middle ages, the feudal system dominating in Europe hampered the development of and entrepreneurship.

During seventeenth century, the term entrepreneur was used for a person who entered into a contractual arrangement with the government to perform a services or supply stipulated products. Since the contract price was fixed, any resulting profits or losses belonged to the entrepreneurs, thereby assuming the risk arising out of his expedition. Richard Cantillon, a noted French economist during 17th century, propounded one the early theories of entrepreneur and is credited as the founder of the term. Entrepreneurs are the key tourism factor that are highly influential at a given point in time, inherently dynamic and capable of having long lasting effect on shaping the fortunes of a destination over time (Ryan, Mottiar, & Quinn 2012). He viewed the entrepreneur as a risk taker, observing the discrepancies between supply and demand and options for buying cheaply and selling at a higher price. He defined an entrepreneur as a merchant or farmer “who buys at certain price and sells at an uncertain price, and bears the operating risk”.

Figure 2.1 Conceptual Framework of Entrepreneurship Initiatives and Performance of Tourism Industry



Source: Researcher’s Conceptual Framework (2019)

Conceptual Framework of Entrepreneurship on performance of tourism industry in South-western States, Nigeria. In Figure 2.1 shows the independent variables of Entrepreneurship which are Creativity tourism and sustainable tourism. The effective management of entrepreneurship tourism with community commitment, training of tourist personnel, research and development, and enlightenment programme will bring about business growth and job opportunity. Nigeria has the potentialities required for tourism development such as natural features and land formations, manmade creativities and artifacts and divergent heterogeneous culture, yet the industry has not grown significantly.

Figure 2.1 is an empirical evidence to justify the potentials in terms of international tourists visit to Nigeria. The trend will likely continue upward if urgent and drastic measures are taken by the

Government and other stake holders in the industry to improve the security situation, provide tourism facilities and embark on aggressive image laundry strategy. The researcher conceptualize the potentials and performance of Nigeria tourism sector as discussed in extent literatures. And relevant industry reports that Government of Nigeria most exert political will and commitment to drive the tourism industry for the development of the economy.

2.1.2 Entrepreneurial Initiatives

The idea of tourism entrepreneurship entails offering creative and hospitable services to tourists in the different tourist destinations, yet realizing returns on investment. The tourism industry in South-western States, Nigeria is embedded with potentials to serve as a potent instrument of economic diversification. Thereby reducing the country's perpetual dependence on oil sector as main source of revenue but only if tourism sector is properly harnessed by the government and the stakeholders. In line with the thinking above Manyara, Jones & Botterill (2006), the World Tourism Organization (UNWTO) noted that tourism in the contemporary times as emerged as a vehicle for economic development and poverty alleviation in developing countries.

The most important strategy for repositioning tourism as mechanism for poverty alleviation and economic recovery is fortifying small enterprise development. UNWTO further projects that Africa's international tourist arrivals will rise to 134 million dollars in 2030 that is an increase of 106% from the 2013 level of 65 million arrivals. Due to the influx of new ecotourism visitors from emerging economies in Asia, Central and Eastern Europe.

In Africa, Tourism has been acclaimed to be one of the fastest growing and most dynamic sectors, which has fantastic potentials to boost inclusive economic growth across the continent and reduce poverty (Lufumpa, 2014). Unfortunately, the contribution of tourism industry in the country to annual revenue is about N80 billion, which is abysmally inadequate (Henthorne, George, & Smith, 2013). To revamp the tourism industry in Nigeria, the tourist centers in the six geopolitical zones need to be upgraded and well developed in order to accelerate the anticipated socio-economic development. Specifically, the lack of adequate empirical data has hindered policy makers and other stakeholders on the viability of most of the existing tourism destinations in Nigeria (Ajibola, 2013).

Nigeria is a beehive of tourism destinations, according to Abubakar (2014), there are about 101 tourist attractions in the six geo-political zones in Nigeria and all these tourist destinations have different landmark features. Many tourist centres with significant attraction abound in Nigeria. Examples are Obudu cattle ranch in Cross-river state; Yankari game reserve in Bauchi state; Zuma rock in FCT Abuja; Olumo rock in Abeokuta; Ikogusi water spring in Ondo state; the National Art Theatre complex in Iganmu in Lagos; the Slave trade market in Badagry; the first storey building in Nigeria in Badagry; the first primary school in Nigeria; Badagry heritage museum; Early missionaries' cemetery; the Point-of-no-return; Chinese market in Lagos; Watse Rock in Jos; Agbokim waterfalls in Calabar; Ibeno – Pkerete beach and Nwanibo Hills in Akwa-Ibom; Mambila Plateau in Taraba with a number of beaches and coastal in various parts of the country, (Nwokoye, Onwuka, Uwajumogu & Ogbonna, 2016).

Building at Kreigiani, near Omoku in Rivers State, Kiri Dam and the Zuig natural attraction in Adamawa State, Assop Water Falls in Plateau State, Owu water falls in Benue State, the ancient Raheh and Yamtarawala tombs and the Kyarini Park/Zoo in Borno State, Gurara Falls in Niger State and the ancient City Walls in Kano. The rest are the Royal Niger Company Commodities market the Benin Museum, Emotan Statue; the ancient Palace of the Oba of Benin in Edo State, etc. (Obioma, 2014). It was gathered from interview conducted that the Brazilian Baracoon was the residence of one Late Chief Faremi Seriki Williams Abass, who was a Nigerian slave named Faremilekun, captured at the age of 6 years and sold to a slave merchant named Abass in Benin Republic as a domestic slave, who later sold him to a Brazilian named Williams.

This second owner educated him and found him worthy to become a slave ambassador in Nigeria, transacting the business of slave trade on behalf of his master- Mr. Williams, who later built the Brazilian Baracoon - a (Portuguese box) slave cell where slaves were kept for inspection by the whites who export these slaves abroad. The slaves were chained with ankle shackles, waist chains, iron driller, mouth piercers as way of controlling the freedom of slaves captured while awaiting export to a destination called 'point of no return'. These slaves are exchanged with commodities such as umbrellas, ceramic bowl, schnapps, slave guns, etc. Each of these commodities has their respective exchange values.

Furthermore, there are countless festivals and carnivals organized across the 36 states of the federation which could be strengthened as income-yielding sources such as Eyo festival in Lagos, Osun festival in Osogbo, Ogun festival in Oyo, Ojude-Oba festival in Ijebu, Ofala festival in Anambra, Yam festival in Abuja/Suleja; Akpap Okoyong, Mgbe Cult, Mnikom Dance, Ekeledi Dance in Cross-river; Vwana Dance and Ngaraguta Leather Works in Plateau state all in Nigeria (Ajibola, 2013; Abubakar, 2014).

Public Private Partnership: These are organizations who are owners of tourism business. Tourism entrepreneurship, like other types of entrepreneurship, is a function of supply and demand for tourism products and services.

Public Enlightenment: Entrepreneurial tourism needs public enlightenment, to create environmental opportunities, this will allow tourism to be embraced and harnessed. This will lead to sustainable tourism economic development becomes realizable.

Privatization of Tourism Centres: Major government centres can be improved through privatization, this will improve the quality of life of small tourism businesses which translates to a higher income and improved standard of living for the stakeholders operating in the industry.

Human Resource Skills: The tourism industry in Nigeria is embedded with human resource potentials and skills to serve as a potent instrument of economic diversification, thereby lessening the country's perpetual dependence on oil sector as main source of revenue but only if tourism sector is properly harnessed by the government and the stakeholders.

Legislation: The political system, government legislation, customers, employees and competition are some of the environmental factors that may have an impact on the survival of an entrepreneurial business. Nigeria, one of the fastest emerging markets is yet to totally embrace crowd-funding due to the absence of appropriate legislation that guide crowd-funding, the culture of entrepreneurship with entrepreneurs and willing investors, and the slow pace of e-commerce adoption in contrast to some developed countries of Europe and America where the practice is heavily guided by legislation (IFC, 2010).

Exhibitions: While the unconventional tourism- related businesses include photographic safaris, walking trails, parachuting, ranch, farm, cattle and post lodgings, bird watching tours, fishing camps, traditional games and story- telling, traditional music and dance, botanical gardens, games reserves, snake/ reptiles parks, museums, visit to magicians and traditional healers, etc.

Vocational Education: Vocational education involves educating tourism entrepreneurs possessing certain skills which ranges from information seeking abilities, systematic planning to problem solving abilities which entails goal settings, effective decision making, human relations and communication and essential management skills.

Infrastructural Development: The Nigerian business environment is characterized by bad roads, epileptic electricity supply, and inadequate access to potable water (Onukwuli, Brown, & Dayo, 2014). The high cost of transportation resulting from deplorable state of roads in the country and cost of purchase and maintaining generators account for high production costs obtainable in Nigeria.

2.1.3 Sustainable Tourism

In different parts of the world, tourism industry has continued to contribute to the improvement of products and services through backward and forward linkages with relevant sectors of the economy. This creative policy of reshaping tourism into business entity has generated new employment and boosts income earning opportunities of all the stakeholders in the tourism industry (Ayeni & Ebohon, 2012). Conceptually, tourism entrepreneurship describes the systematic development and take-up of small businesses in tourism industry (Szivas, 2001). Tourism entrepreneurship therefore improves the quality of life of small tourism businesses which translates to a higher income and improved standard of living for the stakeholders operating in the industry.

It accommodates different kinds of businesses ranging from the conglomerates to medium-sized firms and small-scale operations, yet all these business models are actively involved in business and destination development (Hitchcock, 2000). Considering the financial requirements for running befitting tourism businesses, there is need to explore a collaborative private-public partnership as well as institutional support for the small tourism firm owners facing a number of challenges in the tourism environment (Ateljevic, 2009). Furthermore, visitor's interest in local culture provides employment opportunities for all categories of entrepreneur including both tourism related businesses such as travel and tour operators, hotels, motels, guest house, travel and tour agencies, restaurant, cafes, food stalls/outlets, transport/transfer services for services for tourist, elephant riding, boat station, traditional bars, cultural centers, dance and theatre groups.

While the unconventional tourism- related businesses include photographic safaris, walking trails, parachuting, ranch, farm, cattle and post lodgings, bird watching tours, fishing camps, traditional games and storytelling, traditional music and dance, botanical gardens, games reserves, snake/ reptiles parks, museums, visit to magicians and traditional healers, etc. Tourism entrepreneurship, like other types of entrepreneurship, is a function of supply and demand for tourism products and services. The entrepreneurs as business owners are tourism suppliers. Three tourism supply themes include: Entrepreneurial people, entrepreneurial places, and entrepreneurial process (Koh, 2014).

Tourism entrepreneurs should possess certain skills which ranges from information seeking abilities, systematic planning to problem solving abilities. All these which entails goal settings, effective decision making, human relations and communication and essential management skills. Tourism entrepreneurs looks for and takes action on environmental opportunities, tries to overcome obstacles that gets along the actualization process, demonstrates self-confidence and uses variety of motivational strategies to influence others positively. Thus, if tourism entrepreneurship is well embraced and harnessed, supportable economic development becomes realizable.

2.1.4 Tourism Industry in South-western States, Nigeria

Tourism is a major force in any economy in the world; it is one sector of the economy that has a global importance. In this world of globalization where change is constant, tourism tends to improve the economy of the third world countries and also have an impact upon the host community. According to Ramukumba, Mmbengwa, Mwamayi & Groenewald (2014) found that tourism reduces poverty, but improved earnings. Tourism is the largest and fastest growing industry in the world. International organizations support tourism for the contribution to world peace, poverty alleviation and also intermingling of people and culture. Africa, which is classified as a third world country, is blessed with great heritage and tourism potentials, ranging from different countries and their resources.

Nigeria is truly blessed with nature and this can benefit the host country and improve the standard of living of the population. Tourism creates jobs and source of internal revenue for host communities through money generated from games reserves, and inflow of tourists from abroad Nigeria is surrounded by beautiful mountain and coastal line which makes her more attractive to

tourist, such like the beaches in Lagos, Nigeria, the cold and attractive weather in Plateau State, and the wild life experience in the safari in Obudu cattle ranch. The abundant tourism resources in Nigeria present with numerous opportunities for investors in the tourism sector of the economy (Esu, 2013). With these tourism potentials, it makes tourism very important in the country taking into consideration the untapped natural resources blessed within the shores of Nigeria.

The discoveries have revealed that the coastal line of Lagos as a tourist attraction has a positive economic impact on the people of the area in terms of job creation, income generation, infrastructural development and other positive elements. Though, there seems to be problems within the region and for that reasons, few recommendations are put forward to give likely solutions and they are: Provision of infrastructural facilities to enhance development in the area. The expansion of the coast line and to decongest the already existing ones can help to achieve the development plan of tourism. If these recommendations can be followed, the coastal line of Lagos will be an attractive tourist destination in years to come (Manyara, Jones & Botterill, 2006). The local entrepreneurs are private investors who provide different tourism services for the purpose of making profits.

They include among others hotels/guest houses and motel owners, car hire service providers, airline operators, restaurant owners, food vendors, local communities/natives, community leaders, dancers and entertainers, craft makers, fashion designers, tour guides, interpreters and market women. The Nigeria Tourism Master Plan also elaborated and proposed enhancements that must be carried out to transform these tourist sites/attractions to visitor-ready status, and subsequently create value added in the market, (Esu, 2013). The stakeholders in the tourism on the other hand are government Federal, State and Local Government in Nigeria context, tourism regulatory authority. The traditional rulers, the natives, ecotourism workers at the destinations, host nation embassies, visitors, foreign tourists, conservators, visiting nation's high commissioners, police force.

And other security operatives and NGOs working in the area of conservation and environmental protection. However, the needs of the local entrepreneurs and stakeholders in Nigeria in the tourism industry include: enabling environment for the ecotourism industry to thrive, provision of adequate security for lives and property of visiting tourists, repair of existing roads and opening

of feeder roads to ecotourism sites, provision of soft loans for investment, building of capacities of the local communities on conservation and wealth creation from ecotourism. National Manpower Board, (2009) opined that Nigerian labour market could barely absorb 10% of the over 3.8 million persons turned out by the Nigeria educational system annually.

The constraints militating against effective performance of the local entrepreneurs include poor funding of ecotourism business. Lack of infrastructure that would make the sites habitable, incidences of political instability and hostage taking in some destination sites, armed robbery attacks, poor road networks, lack of standard hotels and guest houses for visitors, unfriendly local communities, dishonest interpreters and tour guides, visa application problem, delayed flight and inexperienced workers at the ecotourism sites.

2.1.5 Economic Importance of Tourism Industry in South-Western States, Nigeria

Tourism economic benefits are touted by the industry for a variety of reasons. Tourism businesses depend extensively on each other as well as other businesses, government and residents of the local community. Economic benefits of tourism will reach virtually every-one in the region in one way or another. Tourism's economic impacts are therefore an important consideration in state, regional and community planning and economic development. Economic impacts are also important factors in marketing and management decisions. Communities therefore need to understand the relative importance of tourism to their region, including tourism's contribution to economic activity in the area, (URS, 2007). However, from the ecological point of view tourism is often more acceptable and preferable than any other industrial production, as it is environmentally friendlier.

The problem is that it is not easy to change the traditional way of life of the local communities. It often creates pseudo conflicts, undoubtedly in some regions or countries the alternative industries are even more harmful to the environment than tourism. Tourism has the power to affect cultural change. Successful development of a resource can lead to numerous negative impacts. Among these are overdevelopment, assimilation, conflict, and artificial re-construction. While presenting a culture to tourists may help preserve the culture, it can also dilute or even destroy it. The point is to promote tourism in the region so that it would both give incomes and create respect for the local tradition and culture, (QuickMba, 2010).

Economic impacts of tourism are therefore an important consideration in state, regional and community. The impacts of tourism are also important factors in marketing and management decisions. Communities therefore need to understand the relative importance of tourism to their region, including tourism's contribution to economic activity in the area. Furthermore, the activities of tourism involve economic cost which includes direct construction incurred by tourism businesses, government cost for infrastructure to serve the tourist, as well as congestion and related cost borne by the individual in the given region. (Ratze & Puczko, 2003.)

2.1.5.1 Lagos coastline

Lagos coastline has numerous economic values, ranging from job opportunities and provision of food. The ecosystem provides economic value in such a way that it supports their livelihood through the provision of seafood's and materials. It also encourages skilled labour and artisans who tend to improve their standard of living. (URS, 2007). Apart from improving their standard of living, the lands around the coastal region always appreciate over time, thereby increasing the value of land in terms of monetary value. Hotels business are bound to boom on a daily basis due to the tourist attraction the coastline possesses (Pahuja, 2015).

Tourist visit the coast annually based on the recreation benefit of the beaches around the coastline. The coast is a relaxation spot for both international and local tourist as well as the host community. International tourist regards the coastal region as a holiday resort for relaxation and fun spot. Lagos, the largest city in Nigeria and one of the most rapidly expanding megacities in the world, already faces flooding during major rain events several times a year due to an inadequate built environment, (Paul, 2017). The current problem, caused by a lack of proper planning strategies, may be severely exacerbated by sea level rise, especially affecting approximately 3 million people who live in extremely low-lying areas adjacent to the water.

The vast majority of these people are additionally vulnerable because of their illegal residential status in informal communities characterized by an extreme lack of infrastructure and inadequate housing, (Okusipe, Obafemi, & McArthur, 1999). Nigeria is bordered to the North by the Republics of Niger and Chad, to the West by the Republic of Benin and Cameroon. Nigeria has a coastline of approximately 853km facing the Atlantic Ocean. This coastline lies between latitude

4° 10' to 6° 20'N and longitude 4° 45' to 8° 35' E. The terrestrial portion of this zone is about 28,000 km² in area, while the surface area of the continental shelf is 46,300km².

The Nigerian coastal zone experiences a tropical climate consisting of rainy season (April to November) and dry season (December to March). High temperatures and humidity as well as marked wet and dry seasons characterize the Nigerian climate. The coastal areas have an annual rainfall ranging between 1,500 and 4,000 mm. The Nigerian coastal area experiences mainly the south water lines, which are onshore and confined generally to azimuths of 215°-266° with velocities of 2-5m/s. During the rainy season, wind speed increases to about 10m/s especially during heavy rainfalls and thunderstorms (Khuoje 2013).

2.1.5.2 Arts and Crafts

Crafts are synonymous with Nigeria's material and superficial believes. Crafts and craft making are well integrated into the living and working patterns of people and has become part of spiritual thinking of Nigerian, (Ndanusa, Yoshifumi, & Aminul 2014). It is the combination of these two elements that make a visit to a Nigerian crafts village a potentially enjoyable visitor experience. Essentially, Nigerian crafts are grouped into dye & cotton, pottery & ceramics, fiber crafts, bronze, brass and iron works, leatherworks, jewelry, wood carving. There are arts and crafts in abundance in virtually each of the thirty-six (36) States in Nigeria (Eja et al., 2012).

Some of these arts and crafts are always available at cultural festivals, historical sites and monuments unevenly spread in Nigeria. These beautiful natural arts and crafts provides interesting places of leisure, recreation, adventure, entertainment, relaxation and curiosity (Bola, 2010). Mbaiwa, (2003) argues that there exists a complex relationship between tourism and the environment and for this reason caution should be applied in all tourism related activities especially manmade features and construction of tourism support facilities. Conscious efforts are required to guaranty replenishment and regeneration capacity of the environment in tourism development drives (Ayeni & Ebohon, 2012).

2.1.5.3 Festivals and Traditional Dancing

Festivals, celebrations and dances are integral part of Nigerian culture depicting the country's native customs and traditions in a meaningful and colorful way. The range and number of local festivals and dances reflect the rich diversity that exists within Nigeria. This can provide tourists with a unique opportunity to sample and flavor Nigerian culture in some of its purest forms. A typical example of such festivals is the annual Argungu fishing festival and a host of traditional and cultural events, (Ndanusa, Yoshifumi, & Aminul 2014). Nigeria tourism potentials can only be utilized sustainably. If there is political will by the government in terms of providing adequate security, building roads, airports, electricity, telecommunication and even internet facilities linking the sites. And then put in place a comprehensive data base for both inbound and outbound tourists' movement and encourage active private participation in areas such as hotel accommodation, transportation and tour guide activities (Eja'Oto, Yaro, & Iyang, 2011).

2.1.5.4 Unique Historical Events

Unique historical events as to the impact the Europeans made in Nigeria offer potentially very strong tourism products. Mungo Park a Scot and Richard Lemon Lander contributed immensely to exposing Nigeria to the world through the exploration of the Niger River, (Ndanusa, Yoshifumi, & Aminul 2014). Both died in their exploration missions in Nigeria and their remains remain in Nigeria. Mary Slessor was a prominent Scots woman who dominated the historical scene in the primitive Nigeria (in the second half of 17th Century) particularly in Akwa Ibom and Cross River state. She elevated the status of women who were treated as "lower than cattle" in society. By this, she was about the first Pioneer of Women's Rights in Africa. She stopped the killing of twins who were thought to be possessed with evil spirits and banishment of their mothers in Nigeria. This is one of the greatest achievements of Mary Slesso as contained in the Nigeria Tourism Development Master Plan 2006.

Tourism activities have been criticized as posing danger to the environment through degradation, deforestation and destruction of natural habitats in its operation and social environment. Tourism is a composite phenomenon and the inventory of its component factors, therefore, must go hand in hand with acknowledgement of the general development. The objectives and characteristics of the area or region under consideration especially now that tourism is market driven, customer satisfaction which most of tourism provides (Sitikantha & Tapan, 2001). No place is too remote to

be visited. If the attractions are properly package and presented. These remote and scattered locations harbor different types of tourism system ranging from aquatic tourism to wildlife and discovery waiting exploring to the benefit of humanity (Felix, & Usman, 2008).

2.1.5.5 National Monuments, Sites and Museums

Nigeria's cultural diversity is captured in its monuments and historic sites, which draw from its history of ancient walled cities, palaces of its traditional rulers, its colonial past and its multi-denominational religious tradition. Each state and city has its own very distinctive monuments and historic sites all associated with the rich folklore and history of the areas. While all are of importance to the natives of the locations, many will not be of interest to international and regional tourists, (Ndanusa, Yoshifumi, & Aminul 2014).

Hotel industry is one of the largest industries in the tourism sector which has played a vital role in the hospitality industry especially in providing tourist with the needed comfort in any tourist destination (Eja'Oto, Yaro, & Iyang, 2011). The history of success or otherwise of any tourism destination will be incomplete without the role of hospitality which is regard as vital ingredient of tourism facility. However, the standard and cost of this important tourism support services is still below international best practices in Nigeria (Eja et al., 2011).

2.1.5.6 Tourist Arrivals

Nigeria is not a destination for most international tourists despite unique opportunities for exploration, adventure and fun seeking individuals. The reasons are not far-fetched; insecurity, low level of tourism infrastructure, political instability and host of other numerous challenges identified below. The foreigners that dominated Nigeria's tourists' arrivals are mostly people that come for businesses, conference, officials on mission, and family or friend's visits, (Ndanusa, Yoshifumi, & Aminul 2014). Yet there is no accurate statically recorded data of actual number of these groups of tourists and their purpose of visit to Nigeria. United Nation World Tourism Organization have advocated the creation of Tourism Satellite Account (TSA) to measure the economic impact and contributions to GDP arising from inbound and outbound visits in tourism sector of any country.

Moreover, domestic tourism that will compliment international tourism is insignificant, partly due to low level of awareness and low income level of an average Nigerian (Awaritefe, 2007). Nigerians hardly visit any tourist destinations in the country while on vacation except for seminars, conference, meetings or political party's convention scheduled for any of the tourist locations. The average Nigerian preferred to visits friends and relations in their camphor during festivals, ceremony or holidays while the privileged government officials travelled overseas for vacation and medical checkups. (Paul, 2017) which affect domestic contribution to tourism earnings.

2.1.6 Nigeria's Tourism Potentials

Tourism is increasingly attracting regional and international investment, and returns on investments in the sector remain among the highest in the world. Global hotel chains are expanding across Africa, recognizing investment potential and committing millions of dollars in new projects over the next few years to meet increased demand from both international tourists and the continent's own fast-growing middle class, (Cooper, Fletcher, Fyall, Gilbert, & Wanhill 2008). Nigeria is home to some of the fastest-growing economies, and revenues from tourism in Africa already represent more than double the amount of donor aid. Tremendous opportunities exist to further expand tourism across the African continent, yet challenges remain.

The need for solid infrastructure, in the form of good roads and transportation corridors, for better airline connections, and insecurity are just a few of the reasons Nigeria's tourism sector has not taken off. According to Khuoje, (2013), Africa attracted 33.8 million visitors, up from a low 6.7 million visitors in 1990, and its receipts from tourism for the same year amounted to over \$36 billion, or 2.8 per cent of the region's GDP. With these statistics it shows how Nigeria's tourism revenue is increasing and showing positive improvement in the sector. If the tourism sector is well developed and managed properly, tourism has the potential to accelerate Nigeria's economic growth and job creation. The economic potential of tourism is remarkable, with direct and indirect impact on employment. In Africa alone, travel and tourism generated 8.2 million direct jobs in 2012, (Ndanusa, Yoshifumi & Aminul, 2014).

Nigeria is home to the world's youngest population, with close to 70% of its population below the age of 35, and youth constituting about 37% of the labour force, but making up approximately 60% of unemployment, (Nongsiej, & Shimray, 2017). For this reason, government in Nigeria is

aiming to promote tourism through the development of cross-border infrastructure and regional transport corridors, which will facilitate the movement of people and goods on the continent. Nigeria's future looks bright given the huge growth in adventure and eco-tourism, coupled with the continent's rich cultural heritage and natural beauty (Awaritefe, 2007). Nigeria is a country situated in the western coastal region of the African continent. The country is rich in natural beauty like, long blue beaches, rivers and lakes, forests, breath-taking views of the waterfalls and soothing environment. The natural beauty is a main factor behind the up gradation of Nigeria tourism. Nigeria is located in West Africa, with a population of over 180 million people, (Lagos live, 2016).

Nigeria is blessed with natural resources, for this study we would be taking a look at the Lagos beach resort, which is one of the popular tourist attractions in Africa, and also the first storey building in Nigeria. Nigeria has a wide range of tourist activities to offer. It is a coastal country and the main attraction for the tourists is the long beaches and the marine activities. Apart from this, the other attractions are the historical monuments, exciting trips to the tropical forests, exploring the wildlife, art and culture and the lifestyle of the country. Traditions and culture of the country represents the simplicity in the lifestyle of the dwellers. The markets of Nigeria showcase the handicrafts and sculptures, the hotels and other accommodation facilities represent the warm hospitality and local customs and the calm and peaceful environment enhances into the beauty of the country, these factors make the memories of Nigeria tour everlasting (Okusipe *et al* 1999).

Lagos state which is a port and the most populous city in Nigeria, is the second fastest-growing city in Africa and the seventh in the world. The population of Lagos according to the Lagos State Government was 17.5 million. These figures are however disputed by the Nigerian Government and judged unreliable by the National Population Commission of Nigeria. The latest reports estimate the population at 21 million, making Lagos the largest city in Africa (Khujje 2013). Nigeria's tourism potentials is directly associated with the quality of life as it offers visitors the privilege to take a break away from the difficulties and stresses of everyday life from their original environment as it provides the context for relaxation and opportunity to do something different and less stressful in Nigeria.

Lagos Bar Beach, the most accessible and most visited beach in Lagos especially during festive periods, has somewhat lost most of its attractions due to the massive concrete works being done along the coastline (Marina & Andreja, 2016). This is the main beach on Victoria Island, alongside Ahmadu Bello Way and one of the more popular beaches in the state. Bar Beach is the main (inner city) beach and runs from the Institute of Oceanography in the west to the Eko Hotel in the east.

Bar Beach is named after the sand bars that characterized the coastline of Lagos. Lagos is a metropolitan area which originated on islands separated by creeks, such as Lagos Island, fringing the southwest mouth of Lagos Lagoon while protected from the Atlantic Ocean by long sand spits such as Bar Beach, which stretch up to 100 kilometres (62 miles) east and west of the mouth (Hussein & Hadeel, 2013). From the beginning, Lagos has expanded on the main-land west of the lagoon and the conurbation, including Ikeja (which is the capital of Lagos) and Agege, now reaches more than 40 kilometres (25 miles) north-west of Lagos Island. Some suburbs include Ikorodu, Epe and Badagry, and more local councils have recently been created, bringing the total number of local governments in Lagos to 57. (Khuoje 2013). Major tourist centers in Nigeria are: -

2.1.6.1 First Storey Building in Nigeria

Founded in the early 15th century on a lagoon off the Gulf of Guinea, its protected harbour led to the town becoming a key port in the export of slaves to the Americas, which were mainly to Salvador, Bahia in Brazil. From the 1840s, following the suppression of the slave trade, Badagry declined significantly, but became a major site of Christian mission work. Badagry subsists largely on fishing and agriculture, and maintains a small museum of slavery. The town inhabits dwellers from all over the country doing different business in the town. Some trade in clothing, food items, used cars from overseas and other imported goods.

The town is just few kilometres from Seme a border town to Republic of Benin and generates the highest Nigeria Customs duties income till date (Ogunfuyi 2008). The building is commonly called the first storey building in Nigeria, overlooking the Marina waterfront. It was built in 1842 by Rev Bernard Freeman and other missionaries. Although it was built thousands of years after the first story building was constructed in Nigeria, with many still standing multi-storey buildings, the name has stuck. (Khuoje 2013)

2.1.6.2 Badagry Beach

This ancient town of Badagry was founded around 425 A.D. Before its existence, people lived along the Coast of Gberefu and this area later gave birth to the town of Badagry. It is the second largest commercial town in Lagos State, located an hour from Lagos and half-hour from the Republic of Benin. The town of Badagry is bordered on the south by the Gulf of Guinea and surrounded by creeks, islands and a lake. The ancient town served mainly the Oyo Empire, which was comprised of Yoruba and Ogu people (Lagos live, 2016). Today, the Aworis and Egun are mainly the people who reside in the town of Badagry as well as in Ogun State in Nigeria and in the neighbouring Republic of Benin.

The name originated from the fact that the people of Badagry's means of livelihood are farming, fishing and salt making due to the availability of trees and presence of ocean water respectively. The natives believed that Badagry was founded by a famous farmer called Agbedeh who maintained a farm which became popular it was named after him. The word Greme meant farm in Ogu language and a visit to Agbedeh's farm brought about the word and Agbedegreme and its usage meaning Agbedeh's farm. It was then coined to Agbadagari by the Yoruba inhabitants and later corrupted to Badagry by the European slave merchants before the end of the seventeenth century. (Khuoje 2013). Badagry is majorly recognized for its slave trade by the foreigners.

The trade began in 1440 with Prince Henry, the navigator of Portugal. By 1593, 12,000 slaves had been sold to labour markets in Italy and Spain. One horse was traded for 25-30 slaves in the 1440s and the value of African slaves rose from six to eight slaves per horse. By the 16th century, there were over 32,000 slaves in Portugal, (Lagos live, 2016). Badagry beach is another beach in Lagos known as a Tourist Resort. It is a private-run beach located on the same axis as the rest of the beaches; Badagry beach is blessed with state-of-the-art facilities such as well modernized chalets and a large conference hall to suit the tourists' need. It also has a restaurant which serves both local and international menus. Apart from being a modernized beach, the security of lives and property is assured, (Nwokoye, Onwuka, Uwajumogu & Ogbonna, 2016).

2.1.6.3 Lekki beach

It is presently the most sought after tourist destination by visitors because of its hygiene and privacy. This is perhaps the best organized beach along Lekki-Epe expressway. The beach is situated around a friendly atmosphere and the security of lives and properties is 100% guaranteed. It's a beach with two different names. The two names of Lekki Beach and Maiyegun Beach are united in a single Beach, which has, in its relative short years of existence, proven to be a popular holiday resort and seaside retreat for individuals desirous of an escape and freedom from the chores of everyday living. (Lagos live, 2006).

By Maiyegun beach is implied that the beach is situated by the settlement of Maiyegun, which is located at the beginning of the Lekki Peninsula. Hence the reference to the beach as Lekki Beach. It is a well-organized beach fitted with such amenities and conveniences as a parking lot, relaxing chairs and beach tents. It has hosted many musical concerts and jamborees, notably the Lekki sun splash musical concerts, which has in recent times turned out to be a yearly occurrence. Musical shows are also held during Christian and Muslim festival featuring local and foreign artistes. Also of note is that the seaside studio of a popular Lagos F.M Radio Station Rhythm 93.7 is within its territory.

2.1.6.4 Kuramo beach

Kuramo Beach is a sandy beach in Lagos, Nigeria, located at the south side of Victoria Island. The same as the Lagos Bar beaches it derives its name from the Kuramo Lake that borders it. This beach has over the years become a hot spot. It is home to various relaxation outlets that offer various types of services to visitors. Various seaside bars, soup kitchens barbecue joints etc. There are also a variety of musical shows and jamborees staged at one time or the other. The Lagos lagoon is one of several lagoon systems in the West African sub region and most extensive. The lagoon is part of the barrier lagoon coasts of Nigeria. The water is shallow and covers an area of about 208km².

The lagoon is fed mainly by the rivers of Ogun, Shasha, Oshun, Agboyi and Majidun; the Ogudu creeks and waters of Epe and Lekki lagoons. The Lagoon empties into the Atlantic Ocean via Lagos harbour. The southern margin of the Lagos Lagoon is bounded by the Five Cowrie Creek, the eastern margin by the Palaver Islands and its northern border by Ikorodu. The lagoon is 40 –

64km long and has two arms; one connects the Lekki Lagoon while the other leads northward into the hinterland (Adora 2010). Nigeria is endowed with water resources, but these resources still pose problems in the region. Some of the problems of Nigeria's coastal areas are water pollution which includes water contamination, toxic substances, oil spills, air pollution and sewage pollution. Others are flooding which includes sea level rise, sand mining, land degradation. Oil spill incidents have occurred in various parts and at different times along our coast, (Adora 2010).

2.1.6.5 Ojude Oba Festival

Ojude Oba which means, "the king's fore-court or frontage," could also be translated as "majestic outing." The Ojude Oba festival in Ijebu Ode is known to the Ijebus as a major festival that brings them together. The native age groups (*Regberegbe*), indigenes, their friends, and associates from far and near throng the palace of the Awujale of Ijebuland for the carnival-like celebration. The festival is celebrated on the third day after *Id-El-Kabir* (Abdulgafar, 2015). Ojude Oba is one of the most glamorous cultural and spiritual festivals in Ijebuland in Ogun State in general. This is a celebration that has traditional, cultural, religious, social, and military significance.

It has been celebrated for more than 100 years. According to oral historical accounts, the festival began when Balogun Kuku, one of the leading personalities in the community, accepted Islam. He decided to gather his friends, families, and well-wishers to pay homage to the king for giving them the opportunity to practice their religion peacefully. In another account, the festival was said to have started when Imam Tunwatoba led his friends and family members to pay homage to his friend, who was also the Awujale of Ijebuland, Oba Fidipote during the *Eid-l-Adha* festival (Abdulgafar, 2015).

Imam Tunwatoba thanked the king for being instrumental to the freedom enjoyed by the Muslims in the community to practice their faith in a peaceful atmosphere. They prayed for the monarch to enjoy a long life, good health, and for the progress and prosperity of Ijebuland. Since then, what began as a visit has grown in leaps and bounds to assume the status of a flagship cultural festival. The glitz and colors associated with the festival rank among the most celebrated cultural festivals in Nigeria (Abdulgafar, 2015). Ijebu sons and daughters, Muslim and non-Muslim, always look forward to this event. It is an age long tradition. The ceremony takes place every year on the third

day of *Eid-l-Adha*, when Muslims and non-Muslims go to the Awujale palace, singing and dancing with the principal chiefs of the town and riding on horses to pay homage to the Awujale, no matter his religious affiliation.

What is important is that he sits on the throne throughout the length of the ceremony to receive his people. After the anthems and lineage praise, the parade of different ages in the community known as *Regberegbe* begins (Abdulgafar, 2015). During the event are the glowing tributes of a festival that is responsive to social trends, while retaining the tradition of having different age groups to entertain and renew their allegiance to the traditional ruler. It is usually a dance, but more importantly, a dance with meaning. Each age group displays at the expansive lawn that separates the king and his guests from the crowd. That makes the festival an inspiring experience. The Ojude Oba festival has always had enough visual pleasantries, art exhibition and commercial activities for every visitor (Abdulgafar, 2015).

2.1.6.6 The Osun Osogbo Festival

The Osun Osogbo festival is a two week long annual festival that comes up every august in Osogbo, Osun state where millions of people from different part of the world come to celebrate the river goddess, who blesses their women with fruitfulness and serves as the protector of the clan. The early history of the Osogbo people is founded on mythical and spiritual beliefs, along the lines of the traditions of the Yoruba people, (Ogunfuyi, 2008). The Osun river goddess is credited with the founding and establishment of Osogbo town. The Osun Osogbo festival, which has been celebrated for about six hundred centuries, was built around the relationship between the river goddess Osun and the first Monarch of Osogbo kingdom Oba Gbadewolu Laroye.

Precisely, every august a grand and colorful festival is organized at the Osun sacred groves in Osogbo. This draws tens of thousands of believers and tourists from both inside and outside the country. The custodian and priestess of the Osun deity, late Susan Wenger, popularly called Aduni Olorisa or Iya Osun by the believer, (Obioma, 2013). The Osun devotees dress traditionally in white cloths and believe that the river goddess brings divine favour and has healing and fertility powers.

The programme of events starts with the traditional cleansing of the town called “iwopopo” followed by the lighting 500 years old sixteen points lamp three days later, called “olojumerindinlogun” (Ogunfuyi, 2008). This is followed by “iboriade,” which is the assemblage of the crowns of the past ruler (Atojas) for blessings and its being led by the Atoja who is the ruler and votary maid (Arugba) propelled by the yeye and a committee of priestess. The festival with its international status, has become a major tourist attraction. Various participants look forward to it with great expectation and for the period that it lasts, procession, dance, art exhibition, souvenirs, commercial activities and colourful carnivals are major attractions of the Osun Osogbo festival (Paul, 2012).

2.1.6.7 The Eyo Festival

Eyo masquerade festival of Lagos is an event full of spectacles and merrymaking. The Eyo is the masquerade that comes out during this culturally prominent festival. Unlike other festivals, the Eyo festival isn't just celebrated for entertainment purposes. Every Eyo festival commemorates a deceased Oba (king) or prominent Lagosian who has had a great impact on the people of Lagos. The festival has survived over fifteen decades, with the premiere festival held in 1854, and staged in memory of late Oba Akintoye, (Hafeez, 2016). Historically, the Eyo masquerades (Eyo Orisha) are categorized into five groups, Adimu (Eyo Orisha), Eyo Alaketepupa, Eyo Oniko, Eyo Ologede, and Eyo Agere. Within these different types of masquerades, there exists a hierarchical order.

Asides from these hierarchical differences, they also have distinct physical characteristics and functions. Each Eyo comes out an Iga (palace) of a ruling family in the morning and heads for the shrine (Agodo). It is roped from head to toe in white flowing cloth. The costume consists of an ‘Agbada’ (the top rope), and the ‘Aropale’ (the bottom wrap round). No part of the person carrying the Eyo is expected to be seen, (Hafeez, 2016). The Eyo also wears an ‘Akete’ a hat that bears the colours and shield of the Iga from which he comes. The Eyo festival is organized under the auspices of the Yoruba tradition, as well as social organizations or clubs. It is an outlet used to showcase the culture of Isale Eko people, there are lots of commercial activities involved. Since it can be organized for special occasions apart from the death of prominent chiefs, elders, or installation of a new Oba (Hafeez, 2016).

2.1.7 Performance of Tourism Industry in South-western States, Nigeria

Tourism has become a phenomenon in both developed and developing economies across the globe, owing partly to bizarre of income generation, employment creation and poverty elimination potentials; and exploring development variables associated with the intangible products (Andriotis George, & Athanasios, 2008; Meng, Tepanon, & Uysal 2008). In other to explore these numerous potentials that are inherent in tourism industry, many countries have started to design their regions, cities and states in a manner that will attract tourist and tourist investors (Gil & Ritchie, 2008). The development of tourism as an alternative revenue sources is the new strategy in most countries because of its multiplier effect on other sectors of the economy, creating large volume of job for both skilled and unskilled labor.

Basically, the impacts of tourism are felt in a Nigeria socially, environmentally and economically. At the society's level, the benefits cut across peasants, artisans and even professionals irrespective of gender, race or age bracket. Environmentally, tourism has the potentials to conserve the natural environment, preserve antiquities, historical monuments and traditional behaviors such as culture, food, language, heritage, arts and crafts. And, economically, tourism creates wealth capable of stimulating both domestic and foreign earnings of any nation from direct activities or associated businesses.

Arunmozhi and Panneerselvam (2013) stated that tourism is the short term association of people outside the domicile where they ordinarily live and work to a destination that expressly meets their requirements. The kinds of tourism are vibrant in time. Tureac & Anca (2008) justified that in general tourism industry is distinguished into six types established on diverse standards; relaxing tourism, health care tourism, holiday tourism, transportation tourism, reduced distance tourism, professional tourism.

2.1.7.1 Business Growth

Tourism has no doubt wage enormous economic impact on all sphere of the society to become one of the fattest growing industries globally (Aliyu, Abdul, & Aliyu, 2013). The strength of tourism performance is obvious in poverty reduction, employment generation and income redistribution effect on rural communities (Sujitha Varadharajan, & Rajasekar, 2010). But strictly speaking, tourism encompasses the industry that package, facilitate, promote and delivered such travel and

care for those on the move. Which impacts the visitors and host communities have on each other before, during and after the experience. With the revolution in tourism industry, both the government and private entrepreneurs have started to optimize the opportunities of attracting tourists to their countries.

A simple evaluation of the performance of the Nigeria tourism industry reveals the absence of a tourism spirit among industry players and the lack of adequate-visitor ready tourism products. Secondly, the contribution of tourism to the national GDP is still below 1% (Central Bank of Nigeria Statistical Bulletin, 2013). The need for a strategic approach to tourism is identified as the most important factor in facilitating the development of sustainable tourism in Nigeria. Investment in tourism and particularly the supporting infrastructure is considered to be a priority. The need for professional ground handling arrangements is also acknowledged. Tourism development is as old as Nigeria history, but is a sector fondly remembers in theory rather than practice. There is no clear cut evolution of the sector and these greatly scarred away potential investors.

2.1.7.2 Job Opportunities

Tourism as a displacement activity, involves being away from home on a temporary short-term visit to and stay at places of interest outside one's domicile and work. United Nation World Tourism Organization (UNWTO) however put a time limit of within a year of stay outside the environment other than your home either for business, leisure or other purposes to the definition of tourism, (Raimi, & Towobola, 2011). The tourism business has been acknowledged as one of the main businesses for lashing economic expansion and economic revolution in developing countries. So far, tourism and travel associated services are strappingly controlled by European countries and the United States of America (USA). The tourism industry generates employment opportunity for large numbers of populaces, both skilled and unskilled workers.

Tourism endorses nationwide amalgamation by generating foreign exchange, encourages cultural activities and customary and traditional handicrafts segment (Patel, 2012). Tourism business augments a major impact to the survival of various service sectors such as resort, rest house, services, hotels, handcraft business development centers and travel agents. The features of tourism, which encompassed transport and other infrastructure, marketing and networks to dissemination structures, need proper tourism development strategies that can implement its full range. The

tourism industry needs to be monitored and control the value of the tourist experience, the value of the operational experience, and the value of the host situation (Blackman et al. 2002). Individuals who are involved in tourism industry need to apprehend cultural variances between tourists. The host agency and country must be capable of creating tourist's attraction and offer tourist treatment that meets the standard expected by the customers (Albu, 2013).

2.2 Theoretical Review

2.2.1 Sustainable Development Theory

The theory considered appropriate for this study is Sustainable Development Theory (SD). The concept of sustainable development first appeared in public discourse in the report of the Brundtland Commission Report on Environment and Development, which defined sustainable development as development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Brundtland Commission. 1987). It involves the interface between the social community and the environment with positive impacts on the economy in which the social community and its environment operates, (Robinson, 2004).

Van der Merwe, & Saayman, (2005) added that sustainable development (SD) is a program for changing the process of economic development so that it ensures a basic quality of life for all people. And at the same time protects the ecosystems and community systems that make life worthwhile.

Furthermore, the term sustainable development refers to a comprehensive development strategy which addresses socio-economic and environmental needs of the present generation and, which by design would not endanger nor compromise the needs of upcoming generation (Steurer, Langer, Konrad, & Martinuzzi, 2005; Adebakin & Raimi, 2012). The above thoughts align with the definition of sustainable development provided by the World Commission on Environment and Development (2000). The body asserts that sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

But, Sagay, Dreyer, Couper, Bailey, Talib, & Ross (2011) defines sustainable development as a process where the natural resource endowment of a nation is being utilized in a manner that is free from deterioration. To Tounes, and colleagues, sustainable development denotes a resources

utilization method that gives the people long-term tripartite progress: economic, social and environmental progress (Tounés, & Griba, 2011).

Development can be seen to be sustainable when there is equitable distribution of socio-economic variables that makes business environment bearable and viable. Conversely, tourism activities generally can create various positive impacts on the surrounding environment. Increased human interference in ecologically fragile areas can cause irreversible change in the existing ecological processes. These problems can be reflected in degrading natural resources, vegetation structure and the size of the habitat patch, increasing deforestation and decreasing upstream water flow (Tourism Queensland, 2002). The historical study by Tounés & Griba, (2011) revealed that sustainable development has global outreach as it affects socio-economic issues as they affect different nationalities.

Sustainable development was officially adopted in 1992 by the Rio conference as a working concept for articulating global concern on the environment, abuse and threat to the ecosystem (Raimi & Towobola, 2012). Sustainable development has attained a theoretical status because of its multi-disciplinary adoption for socio-economic analysis in the recent past though with varying contextual application and modification which is still ongoing. Conclusively, Steurer, Langer, Konrad, & Martinuzzi (2005) explained that sustainable development is a well-known societal guiding model that asks for the integration of three critical issues of economic, social and environmental into societal spheres and levels in the short- and long-term. Consequently, the concept ought to be pursued by everybody in a variety of ways. Therefore, exploring the potentials of tourism entrepreneurship is a means to achieving sustainable development such that earn socio-economic return for today without compromise for tomorrow's benefits.

2.2.2 Sociological Entrepreneurship Theory

The sociological theory focuses on the social context and deals with the level of analysis in traditional society (Lanstorm, 1998). Reynolds (1991) has identified four social contexts that relates to entrepreneurship activities. The first one is social networks. Here, the focus is on building social relationships and bonds that promote trust and not opportunism. In order words, the entrepreneur should not take undue advantage of people to be successful; rather success comes as a result of keeping faith with the people. The second he called the life course stage context which

involves analyzing the life situations and characteristic of individuals who have decided to become entrepreneurs. The sociological entrepreneurship theory is related to this study because it involves the experiences of people influencing their thought and action so they can do something meaningful with their lives. Sociological background can sometimes become a critical push factor to become an entrepreneur. As social background of an individual helps him/her to know the way forward through striving hard for success (Burguer-Helmchen, 2012).

The third context is ethnic identification. One's sociological background is one of the decisive push factors to become a tourist entrepreneur. For example, the social background of a person determines how far he/she can go. Marginalized group may violate all obstacles and strive for success, spurred on by their disadvantaged background to make life better. The fourth social context is called population ecology. The idea is that environmental factors play important roles in the survival of business using entrepreneurial tourism as an example.

The political system, government legislation, customers, employees and competition are some of the environmental factors that may have an impact on the survival of an entrepreneurial business. The theory of sociological entrepreneurship according to Simpleh (2011), is said to be the theory that pays much attention to social framework, and identifies the society as its bedrock. This theory also focuses on the life situation and characteristics of entrepreneurs, which are analyzed to find out who has decided to be an entrepreneur through the influence of their thoughts and actions leading them to do something with their lives (Landstrom, 2007).

2.2.3 Theory of Economic Development

A nation's economic growth depends on successful domestic entrepreneurship combined with the forces of established corporation. Schumpeter, cited in Martin (2002), opines that in the theory of economic development, the responsibility of the entrepreneur using tourism as the prime cause of economic development. He explained how large firms outdo the smaller firm in innovation and appropriation processes through strong feed loop from innovation to increased research and development activities. The importance of entrepreneurship to economic development to this study has long been recognized by economists. The creation of small businesses and the growing of existing ones are considered to be the fastest way to achieve economic growth (Salako 2004 cited in Nwokoye, Onwuka, Uwajumogu, & Ogbonna (2013). Conventionally, background about how

business ideas emerge in a society has assumed that the process starts and ends with the individual character traits, Murtala (2005). Though the entrepreneurship instinct is inborn, many still argue that entrepreneurship can be stimulated through policy intervention (Clelland & Winter, 1969).

The economic development theory deals with occupational choice and development of entrepreneurial skills, which includes training designs and transfer of skills and competencies in opportunity awareness of relevant public, technology, tourism, and dealing with government agencies at micro level. Here, attitudinal and behaviour changes, motivation, education, human capital development and work experience and orientation act as determinants of effective entrepreneurship (Akeredolu-Ale, 1975; Hisrich, 2008). The process of unemployment fast-tracking entrepreneur activity is known as the refugee effect.

Oxenfeldt (1943) cited in Anyadike, Eme & Ukah (2012), points out that individuals confronted with unemployment and low prospects for wage employment often turn to self-employment as a viable tool alternative. The economic theory of income choice lends credence to tourism by suggesting that increased unemployment will lead to an increase in start-up business activity on the grounds that the opportunity cost of not starting a firm has decreased (Evans & Leighton, 1990 & Blanchflower & Meyer, 1994).

2.2.4 Socio Cultural Theory

The theory was propounded by Hoselitz (1964) on the assumption that certain persons are endowed with creative power in any cultural or social group and they develop different attitudes while practicing social conduct, entrepreneurship tourism can be developed in a society in which cultural norms permit variability in the choice of paths of life and in which the relevant processes of socialization of the individual are not so completely standardized. The entrepreneurs develop their attitudes in the direction of productivity and creative integration. The advocate of the social cultural theory points out that entrepreneurship is a product of culture (Mohanty, 2005).

The socio cultural theory sees entrepreneurship tourism as a role and its development as a function of forming society and characteristics with culture. Such cultural environments in tourism have aided entrepreneurship by providing for business ideas, valuable information, resources, opportunities, social relations network and other supports that directly and positively influence the

process not emergence, behaviours and performance of the entrepreneurship. The tourist entrepreneur is the man who perceives business opportunities and takes advantage of scarce resources and the structure of economic incentives available in the market which have influence the emergence, behaviours and performance of the entrepreneur (Schumpeter 1934, Drucker 1985).

The socio-cultural theory considers the past historical events as independent variables on emergence and performance of the entrepreneurship (Akeredolu-Ale, 1975; Hisrich, 2008). Socio cultural theory view entrepreneurship success as a function of sociological characteristics of particular tourism as determinant of business success and failure as changes evolves in the society. This study adopted Social Cultural Theory of Entrepreneurship because Nigerian tourism come from cultural values and cultural systems embedded into the cultural environment. In a society where entrepreneurial tourism traits such as innovation, creativity, risk taking, initiative, aggressiveness and competitiveness is promoted.

And where social processes are not rigid then such personalities become interested with starting and operating their own enterprises ((Deakins & Freel, 2012; Mwaaura, Gathenya, & Kihoro, 2014). The theory seemly presents a holistic view of entrepreneurship by considering the influence of factors such as innovation, managerial skills, social class, leadership skills and personal traits (Deakins & Freel, 2012) on performance of tourism industry.

2.3 Empirical Review

In a study by Adebawwa, Raimi, and Idowu (2017), titled Exploring Tourism Entrepreneurship for Sustainable Development in Nigeria: A case of the Brazilian baracoon in Badagry, Lagos State, the study discusses tourism entrepreneurship as a potent mechanism for achieving sustainable development in Nigeria. Relying on secondary data, the authors identified the tremendous opportunities of the numerous tourist attractions in Nigeria which could bring about sustainable development through private Entrepreneurs. Unfortunately, these opportunities have not been well-harnessed by the Stakeholders. The implication is that Nigeria's tourism sector has poor contribution to Gross Domestic Product (GDP), employment opportunities, capital investment, foreign exchange earnings and other related economic variables when compared to other African countries. The results of the study support the need for cooperation and collaboration of all

stakeholders in tourism to come together and re-create various entrepreneurship avenues for the teeming unemployed youths in Nigeria. The government (at federal, state and local levels) are to provide adequate security measures to conserve and transform our natural endowments into further wealth for all and sundry, through inclusive entrepreneurship.

Thus, they recommend that inclusive entrepreneurship would be needed to be fully applied for tourism entrepreneurship to yield sustainable development in developing economy like Nigeria. The study concludes that aggressive re-branding; promotion and marketing of tourism activities in Nigeria could sell our brands easily to both indigenes and foreigners living in and outside the shore of this nation by consistently building the tourism brand and hospitality infrastructure. There is urgent need for the Nigerian government (at all levels) to provide adequate security around the various tourist sites and generally across the states of the federation to forestall damages that could be caused by insurgencies (Boko Haram), communal clashes, herdsmen attack, and other security threat to the nation that can either destroy wild life conservation or cultural heritage preserved over the years with overall consequent of projecting the country as unsafe for tourist and business venture.

In a study conducted by Hussein and Hadeel (2013) titled *The Impact of Entrepreneurship over Tourism for the Destination Marketing of Jordan*. Jordan has a potential and a huge stockpile of talent, but trapped under the rubble of doubt, hesitation, and lack of confidence. Thus, as an example in the Arab countries, especially in Jordan, in humans find a large number of sites and tourist centers of archaeological, religious, and therapeutic needs to adopt precise characteristics and the potential of reality. Also, insight in force, including its latent potential and the innovation of an act or through open ways of the future and to allow the potential represented by the fact that to grow and presentation in a new dress for the tourists is to encourage and convince them. This is the task and the duty of leading them. The study aims at identifying the entrepreneurship in tourism Jordanian significant impact factor on the economic and social development. Also, the study shows administrative leadership working in the tourist areas that was conducted during the period between 1 /6 / 2012 and 28 /10/ 2012.

The study adopted descriptive research method to examine the current realities on the nature of the phenomenon or a situation or a group of people or a group of events or set of conditions. However,

the study found that Jordan is a leading country in tourism and distinct in the Arab world and in the whole world. Therefore, all types of sites and tourist centers in Jordan were considered as one of the world's tourism map. The factors that help to attract tourists to the Kingdom, which increase tourism include: archaeological, religious and humanity sites that link civilizations, former nations of the past, freedom glorious present evolving science, the diversity of climate-chapter four, the availability of the solution and stocks like airports and the network of roads linking the old continents with each other and leadership in medical tourism rest and recreation. The study concluded and recommended that to boost internal and external tourism in Jordan through price support in various areas of travel tickets, accommodation and transportation. Taking special care of tourism that is characterized by the Kingdom of Jordan through audio-visual media and provide facilities to encourage more to receive a number of tourism treatments.

Bassey (2015), conducted a similar study titled Transforming the Nigeria Tourism Industry through Tourism Entrepreneurial Development. This study seeks to explore the role of tourism entrepreneurship in producing destination tourism spirit in Nigeria. Nigeria is a land richly endowed with natural and cultural resources. Concerted attempts have been made in the past five decades to build a viable tourism industry by government and a small number of operators, but not much has been achieved. The country has not been able to harness the abundant resources into attractive tourist products with high visitor-drawing power. Many reasons have been given for this ugly situation. The study therefore conceptualized that, the possession of a resource base can only give absolute advantage, but does not produce the desired level of industry spirit necessary to sell the destination. What matters most is the resource conversion rate of entrepreneurs. Nigeria does not currently have a tourism model capable of achieving 80% of tourism resource conversion rate.

This study therefore proposes a tourism sector development model that posits tourism entrepreneurship as the potential driver of the tourism industry. It also highlights specific entrepreneurial tourism operations that are necessary to optimize the country's tourism goals. The proposed Tourism Destination Development Model (TDDM) has the following four components: invention of tourism entrepreneurial programmes, harnessing the potential of existing hospitality enterprises in creating a tourism value chain, promoting community based tourism (CBT) in tourism resource management and creating effective tourism regulatory framework and infrastructural base. The study concluded that for transformation to take place in the tourism

industry in Nigeria, the country needs to develop tourism entrepreneurship programmes that will empower tourism entrepreneurs. Training and funding alone do not guarantee success in tourism development. And they recommended that the Government should establish a tourism entrepreneurial development centre. The centre should be charged with the responsibilities of doing research and identifying tourism business opportunities and act as “one stop shop” in order to disseminate information to potential entrepreneurs in tourism.

Marina and Andreja, (2016), examined a similar study titled the Impact of Small and Medium Entrepreneurship on Tourism Development in the Republic of Croatia. The aim of the study is to analyze the development trends of small and medium entrepreneurship in the tourist industry of the Republic of Croatia and to find out how entrepreneurship plays a relevant role in the development of economic growth in Croatia, with emphasis on its impact on tourism as one of the major growing industries in the world. Small and medium enterprises are more efficient, flexible and specialized, more open and oriented to new technologies and to utilize opportunities in their markets. In order to support the consistent growth of entrepreneurship, it is important to include governmental funding, whether from local or EU funds. The objective of the study is to define the current situation of small and medium entrepreneurship in the tourism sector, to find out whether enterprises use funds and sources from EU funds or from other relevant state or regional institutions.

The methodology applied in the study consists of a secondary literature review, the qualitative method by use of in-depth interviews with owners and managers of small and medium enterprises, quantitative data analysis through a conducted survey as well as the comparative method in order to contrast the available statistical data. The major results implicate that tourism in Croatia works regionally, which means that there is insufficient initiative, structured investment policy and support for small and medium enterprises in the tourism sector. The study concluded that in order to support entrepreneurship in tourism, there should be a united awareness of the needs, opportunities, knowledge and coordination involved in directing small and medium entrepreneurs in their specific field of development. The study recommended that there should be more initiative and common partnership between small and medium entrepreneurs and the government on all levels and all types of business influencing tourism and being part of the tourism product. This is

necessary to achieve in order to utilize the tourist market potential and thus gain a more competitive position on the international market.

In a study conducted by Iuliana, Carmen and Alexandrina (2015), titled *Entrepreneurship in the Tourism and Hospitality Industry*. Tourism and hospitality industry is a complex sector, a distinct field of activity, a component of economic and social life that offers multiple opportunities for small business development, but also capital intensive and highly competitive. In this context, its connection with entrepreneurship takes into account the economic development of tourist areas, aims to create new sustainable businesses by increasing the capacity and willingness of enterprises to develop, organize a business, to manage risk and profit. The study makes use of Critical Discourse Analysis (CDA) through recognizing micro factors influencing the development of local entrepreneurship, tourism and hospitality industry, analyzed the behavior of entrepreneurs consistent with the existence of constraints regarding business, a limitation of entrepreneurship, growth and behavior. Romanian entrepreneurship in tourism and hospitality industry must boost competitiveness, leading to increased productivity and economic development.

The study concluded that Conclusion The development of family business provides a specific backdrop for entrepreneurial activities in the tourism and hospitality industry. These businesses are often focused on a vision that puts personal and family needs and preferences before profit maximization. The tourism industry attracts many entrepreneurs through business operations in this area, even if in most cases, more than 80%, leadership is provided by the owner, who does not always have the necessary training. The study recommended that the increased demand in the tourism industry stimulated the emergence of more small and medium sized hotels, resorts and lodges. According to literature, small and medium sized hotels are an extension of entrepreneurial characteristics of the owners or managers of hotels. In most, owners/managers of small and medium sized hotels/guesthouses/cottages are male, middle-aged or older with a secondary and higher education level, and whose previous majors or knowledge were not related to tourism.

Nongsiej and Shimray (2017), conducted a study titled *The Role of Entrepreneurship in Tourism Industry*. In the contemporary era, both in industrialized countries and in emerging countries the prime concerns are individual rational and creativeness of entrepreneurial business. Entrepreneurial philosophy ultimately reduces unemployment rate, particularly educated youth.

Examining tourist's industry and tourism industry processes are the principal phase to empowering the educated youth to undertake tourism entrepreneurship business the study adopted a conceptual research method. The tourism industry is viewed as the agent of change in economic and social changes. Tourism entrepreneurship eliminates societal problems, but surge the fiscal growth and development of a country, resulting to rise in country GDP. Employment has continually been a dominant subject in development. Employment is vital to successful and viable growth. The tourism business is one of the largest, fastest growing sectors.

The tourism industry is considered as an indispensable role in job creation. Overall, this paper review the charisma of tourism business in reducing unemployment and also elucidate the vitality of tourism industry in present-day. This study explained the role of tourism entrepreneur's roles for the development of different attracts areas. The study concluded that entrepreneurs and entrepreneurship motivate business innovation and economic growth. Entrepreneurs are exceptionally imperative in dropping unemployment rate of the skilled and unskilled workers. Tourism industry is one of the key industries for driving the nation economy. The study recommended that tourism has become more comprehensive of novel ideas. To sustain tourism industry, it required, a substantial long term government support, extensive training, research and planning processes in order to grow and flourish.

In a study titled Entrepreneurship in the tourism sector: A comparative approach of Haiti, coastal Kenya and Mauritius, was conducted by Hugues, Cornelia and Gowreesunkar (2014). The entrepreneurship sector is an important component of any tourism industry. In Haiti, Kenya and Mauritius entrepreneurship appears to have a potential to contribute to the sustainable development of their respective tourism sectors. Moreover, no academic study has been written so far about entrepreneurship in the tourism sector comparing Haiti, Kenya and Mauritius. The study therefore adopted Meta literature as research methodology, it seeks to identify the characteristics of entrepreneurs and the entrepreneurial process in the tourism sector of the three post-colonial destinations. The findings indicate that even if entrepreneurship is a contextual concept, destinations with similar profiles are developing similar types of entrepreneurial schemes. It is also very important that the different governments rethink their financial systems. The lack of funding has constraining impacts on the development of social enterprise and enterprise in general. Although many enterprises have a survival strategy, particularly in Kenya and Haiti it is becoming

evident that a weakness can be turned into a strength. Social entrepreneurship linked to the tourism sector seems to be the way forward. The study concluded that the level of investment in its peoples as reflected by the of the three countries has a strong link to the availability of funding, training and level of education with Mauritius outranking both Haiti and Kenya. Their recommendations go thus although many enterprises have a survival strategy, particularly in Kenya and Haiti it is becoming evident that a weakness (lack of cross cultural knowledge) can be turned into a strength. Social entrepreneurship linked to the tourism sector using local knowledge, local culture, with simple business plans and low environmental impacts and costs, which simultaneously address local community needs, seem the way forward.

Nako, Dejan, Tatjana and Oliver (2011), conducted a study titled *Entrepreneurship in Tourism Industry lead to Business Benefits; The Influence of Tourism on Economic Development*. Tourism has the potential to empower communities and the sustainable tourism agenda needs to focus on how to bring this about. Understanding tourists and tourism processes is the first stage to empowering the local community to make informed and appropriate decisions about their tourism development. Considerable investments are required in communication and trust building between the actors in tourism. The researchers conceptualize their study, in this context to make successful development of tourism is necessary to understand the importance of entrepreneurship and human resource management. Tourism businesses have been identified as essential actors for creating jobs and generally growing the economy. Also the study identifies the constructs that influence in building high-quality entrepreneurship in tourism industry. So, here is indicated the relationships between them the level of involvement of owner-managers, the owner-manager having an entrepreneurial orientation, the knowledge of owner-managers, the involvement in decision making of owner-managers and a marketing orientation, market orientation, differentiation and tourism destination development.

The study concluded that tourism through the creation of attractions and provision of supporting infrastructure, can effectively create its own demand. For this aim, tourism has own strategy. This strategy should provide a tourism management and marketing structure, supporting research and product development and giving attention to risk management. The study recommendations go thus every country must protect their environment, heritage issues and limitations of carrying

capacity. Also, for successful tourism business other important factors are entrepreneurial and leadership characteristics. In this way, it's the human capital approach in small business ventures.

2.4 Gaps in the Literature

This study identified variable, theoretical and methodological gaps after reviewing literatures on different aspects of entrepreneurship on performance of tourism industry. Studies such as Adebunwa, Raimi, & Idowu, (2017), Hussein, & Hadeel, (2013) didn't make use of creative and sustainable tourism as parameters to measure the performance of tourism industry. There is need to apply creative and sustainable tourism to measure business growth and job opportunity of tourism industry in Nigeria.

Likewise, from the previous researchers Nongsiej, & Shimray, (2017), Hugues, Cornelia, & Gowreesunkar, (2014) and Nako, Dejan, Tatjana, & Oliver, (2011), the researcher observe that sustainable development theory is adopted as the main theoretical framework. However, a dissection of the theory shows that it lacked entrepreneurial elements required in twenty first century. This study also sought to cover this theoretical gap by including sociological entrepreneurship theory, theory of economic development and socio cultural theory.

Methodologically, in various literatures by Bassey (2015), Marina, & Andreja, (2016), Iuliana, Carmen, & Alexandrina, (2015), studied either qualitative or quantitative method is applied, this expose the research to fundamental mistakes, as certain factors are better measured using the mixed methods. But this study sought to combine the both so as to collect qualitative and quantitative data respectively. Terrace (2012) affirm that, the mixed methods approach serves as mutual validation and coherence of findings that the single method cannot afford to provide.

CHAPTER THREE

METHODOLOGY

3.0 Preamble

This study seeks to explore the Impact of entrepreneurship initiatives on the performance of tourism industry in South-western States, Nigeria. This chapter described the methodology that were used in attaining the stated research objectives of this study. This chapter also focused on the procedures of data collection and analysis employed in the study. This chapter contained the research method, research design, population of study, sample size determination, sampling technique/procedure, collection of data, research instrument, validity of research instrument, reliability of research instrument, ethical consideration.

3.1 Research Design

This research study adopted the mixed method which comprises of the quantitative and qualitative method due to the purpose and nature of this study, the researcher collected the information with the aid of a well-structured questionnaire, interview and observation. Yin (2003) describe the combination of quantitative and qualitative data as a type of mixed method approaches. It is assigned equal weight to each research method and allow a research to adopt any method depending on adaptability, validity and the nature of the research. As it deals with primary data, the data was collected through a close ended questionnaire. The purpose of adopting this research method is to help researcher get in-depth information and have an approachable sources of evidence required.

This study adopted the cross sectional survey design. This research design is permissible for employing a coherent research instrument for gathering information and generating data that were drawn on in this study. The design focused on the collection and data analysis from the study population which enabled the researcher to look into the causal association connecting the identified variables. This method also gave the respondents the chance to express their opinions on the variables under investigation. The use of survey design is justified on the ground that it has its advantage of predicting behaviour; and thus, identifying attributes of a population from a small group of individuals.

3.3 Population of Study

The study population cuts across all the tourism business operators and National Tourism Board officials in Osun, Ogun and Lagos States respectively, while the target population are tourism operators at the Osun Osogbo festival in Osun State, business operators at Ojude oba and business operators of the Eyo festival in Lagos state.

Table 3.1 Population of the Study

State	Number of Respondents
Osun	1500
Ogun	1100
Lagos	1900
Total	4500

Source: National Tourism Board, 2019

The above population of the study were gotten from the National Tourism Board from Osun, Ogun and Lagos State respectively.

3.4 Sample Size Determination

The sample size determination was being gotten using research advisor's table (attached as appendix 2). The total population of the study is 4500 respondents from the National Tourism Board in Osun Ogun and Lagos States. The sample size is determined using 5% error margin is 357. Therefore, the researcher administered 357 questionnaires to the respondents.

The formula used for these calculations is:

$$n = \frac{X^2 \times N \times P \times (1 - P)}{(ME^2 \times (N - 1) + (X^2 \times P \times (1 - P)))}$$
$$\frac{0.95 \times 4500 \times 5000 \times (1 - 5000)}{(0.05^2 \times (4500 - 1) + (0.95^2 \times 5000 \times (1 - 5000)))}$$

$$n = 357$$

Where:

n = sample size

X² = Chi- square for the specified confidence level at 1 degree of freedom

N= Population Size

P= Population Proportion (.50 in the table)

ME = desired margin of error (expressed as a proportion)

Table 3.2 Sample Size Determination by Proportion

State	Number of Respondents	Sample size
Osun	1500	119
Ogun	1100	87
Lagos	1900	151
	4500	357

Source: Researcher's Compilation, 2019

3.5 Sampling Technique/Procedure

This study adopted probability sampling technique which is simple random. This gave the researcher the opportunity to identify the target respondents, therefore making the sampling technique to be useful, the questionnaire was administered randomly to selected respondent by the researcher to ensure immediate attention and response from respondents. The reason for simple random sampling technique is that everyone has a known and equal chance of being selected.

3.6 Research Instruments

The use of questionnaire, observation and interview were highly recommended in ensuring that the objectives of the research study are achieved because they have also been deemed to be appropriate in other works. In addition, instruments are being increasingly designed through surveys products (Sue & Ritter, 2012). In designing the questionnaires, conscious efforts were made to structure the questions into multiple choice questions which gave the respondent the opportunity of answering the options from the range of answers. The questionnaires were divided into two sections.

Section A contained information about the respondent and section B contained questions relating to the impact of entrepreneurship initiatives on the performance of tourism industry, with 5 Likert scale platform. The copies of questionnaire were submitted for validation to a panel of experts, the panel members were requested to review the statements in the instrument and determine the feasibility of administering it to prospective respondents. They were also requested to comment on the technique of data collection and provide suggestions on how to improve the quality of the instrument.

3.7 Source of Data

In adopting any method in research study, it is imperative to put into consideration the approach that yielded the most productive result relevant to the problems at hand. In this regard, data for this study collected from primary sources e.g. questionnaire, observation and interview. Primary data are first hand data obtained from the respondents. The research made use of structured questionnaires, observation method and interview method to obtain relevant data from the respondents.

3.8 Method of Data Analysis

Descriptive and inferential statistics were adopted for the analysis of data gathered through the questionnaire. The descriptive analysis makes use of tables, frequency distributions and percentages, mean and standard deviation. Multiple regression was adopted to test the hypotheses. While the interview data were analyzed using thematic analysis (NVIVO).

3.9 Validity of Research Instrument

The research was carried out with credibility in order to attain a general acceptable result and aligned with other previous research related to this study. The researcher made use of observation and interview method to validate the questionnaire. The data that were collected, presented, analyzed and interpreted for the study using primary source and validated.

Viability test connotes the degree to which the test actually measures what it is intended to measure. A test of validity is therefore designed to measure of a concept actually measure that concept. It also represents the degree to which this work measures how statistically strong the hypotheses formulated were. For this study the instrument was subjected to expert validation in

the department and researcher equally compared the instrument with previous empirical research (Schwalbe, 2013).

The instrument was subjected to face and content validity, in order to show whether it tests what it's supposed to test and the extent to which a test measures a representative of the sample (Otokiti, 2010). For this reason, the researcher took necessary steps to assure the validity, reliability and generalizability of the findings of this study. A thorough examination of the data was carried out to ensure authenticity which was crucial for demonstrating the validity, reliability and relevance of the findings, conclusions and recommendations.

3.10 Reliability of Research Instrument

Reliability is the consistency between independent measurement of the same phenomenon, which implies stability, dependability and predictability of a measuring research instrument. This research study was properly have scrutinized that all data collected are reliable and accurate in order to ensure that the information collected are good to implement policies in Nigeria's entrepreneurship and tourism industry. Therefore, the researcher compared the research instrument with other empirical research, thus statistical evidence to support the collation and the data analysis of the research hypothesis and the outcome of impact of the variables. Reliability depends on the skill that was adopted in the research; questions concerning reliability are associated with how reliable and valid the research data collected was analyzed.

3.11 Ethical Considerations

This study conformed to the laid down procedures in carrying out researches. All materials used in this study were duly sourced and analyzed before making recommendations. In respect of ethical consideration, the critical sources of information and data was protected and kept confidential. The ethics required in conducting a research were adhered to, the information gotten was treated with utmost confidentiality and respondents were not be coerced to give their opinions. The most important requirement for conducting research is to ensure ethical integrity (Haahr, Norlyk & Hall, 2013). The data were used purely for research purposes. As a consideration of this study the respondents have a right to their diverse contributions. Consent indicates a discussion of trust and in involves unceasing dialog with the participants of the study. Furthermore, all the authors consulted in this study was fully acknowledged in order not to run fowl of the ethics of plagiarism.

CHAPTER FOUR

DATA ANALYSIS, RESULTS AND DISCUSSIONS

4.0 Preamble

This chapter presented how the quantitative and qualitative data collected from the targeted respondents were analyzed and interpreted. Frequency tables and charts were used to show the demographic data of respondents. Impact of entrepreneurship initiatives on performance of tourism industry in South-western States, Nigeria were presented and analyzed using descriptive, inferential statistics and thematic analysis. Findings are presented in line with objectives of the study and research questions. The total copies of questionnaires administered to tourism business owners which are 357 out of which 10 respondents were interviewed.

4.1 Data Analysis

Table 4.1 Administered Questionnaires

Respondents	Frequency	Percentage %
Completely Filled Questionnaire	340	95.2
illegible	7	1.9
Unreachable	10	2.8
Total	357	100

Source: Field Survey, 2019

From Table 4.1 Three hundred and fifty-seven (357) copies of questionnaires were administered to the owners of tourism business and National Tourism Board officials in Osun Osogbo in Osun State, business operators in Ojude oba and Eyo festivals. Three hundred and forty (95.2%) questionnaires were filled and returned, which form the total numbers of responses, seven copies (1.2%) were illegible and ten copies (2.8%) were unreachable.

4.1.1 Demographic Information of Respondents

Table 4.2 Characteristics of the Respondents' Demographic Information

Variables	Items	Frequency	Percentage %
Gender	Male	133	39.1
	Female	207	60.9
Total		340	100
Age	19 and below	52	15.3
	20 -29	110	32.4
	30 – 39	118	34.7
	40 – 49	36	10.6
	50 – 59	20	5.9
	60 above	4	1.2
Total		340	100
Marital Status	Single	208	61.2
	Married	121	35.6
	Divorced	11	3.2
		340	100
Tribe	Yoruba	138	40.6
	Igbo	88	25.9
	Hausa	9	2.6
	Others	105	30.9
Total		340	100

Source: Field Survey, 2019

From the analysis of the demographic characteristics of the respondents which is in Table 4.2, it was revealed that 39.1% are male, while 60.9% are female, this implies that female respondents are more than the male respondents. For age category, 15.3% of the respondents falls within the age bracket of 19 below, 32.4% are 20 – 29, 34.7% are 30 – 39, 10.6% are 40 – 49, 5.9% are 50 – 59 and 1.2% are 60 above.

Exactly 61.2% of the respondents are single, while 35.6% are married and 3.2% are divorced, this implies that majority of the respondents are single. Also, exactly 40.3% of the tourism participants

are Yoruba, 25.9% are Igbo, 2.6% are Hausa and 30.9% are from other tribes. This implies that there are more female respondents than male, majority of the respondents fall within 30 – 39. Most of the respondents are single and they speak Yoruba more than other languages.

4.1.2 Test of Questionnaire

Table 4.3 Distribution of Respondents' Response on Creative Tourism

S/N	Creative Tourism	Response	Frequency	Percentage %
1	Cultural background brings about tourism development	SD	28	8.2
		D	44	12.9
		N	167	49.1
		A	63	18.5
		SA	38	11.2
2	The existence of societal gathering encourages tourist attraction	SD	85	25.0
		D	109	32.1
		N	74	21.8
		A	43	12.6
		SA	29	8.5
3	Every tourism owners should be properly trained on how to attract tourist	SD	8	2.4
		D	17	5.0
		N	96	28.2
		A	115	33.8
		SA	104	30.6
4	Tourism ideas are under-utilized in the host community	SD	6	1.8
		D	11	3.2
		N	88	25.9
		A	137	40.3
		SA	98	28.8
5	Individual skill can be harnessed for the development of creative tourism	SD	4	1.2
		D	13	3.8
		N	56	16.5
		A	145	42.6
		SA	122	35.9
6	People in the community are not well enlightened about tourism activities	SD	18	5.3
		D	39	11.5
		N	98	28.8
		A	117	34.4
		SA	68	20.0

Source: Field Survey, 2019

Table 4.3 reveals that 8.2% of the respondents strongly disagree with the fact cultural background brings about tourism development, 12.9% disagree, 49.1% are neutral, and 18.5% agree, while 11.2% strongly agree. This implies that respondents are neutral about cultural background brings about tourism development. Cultural background may not necessarily improve tourism development.

The findings further show that 25.0% strongly disagree that the existence of societal gathering encourages tourist attraction, 32.1% disagrees, 21.8% are neutral, 12.6% respondents agree and 8.5% of the respondents strongly agree. This implies that the existence of societal gathering doesn't encourage tourist attraction. There is different societal gathering that may not necessarily encourage tourism attraction.

About 2.4% strongly disagree that every tourism owner should be properly trained on how to attract tourist, 5.0% disagree, 28.2% are neutral, 33.8% agree and 30.6% of respondents strongly agree. This implies that every tourism owner should be properly trained on how to attract tourist. It takes proper training for tourism owners to know the exact methods of attracting tourists.

Exactly 1.8% strongly disagree that tourism ideas are under-utilized in the host community, 3.2% disagree, 25.9% are neutral, 40.3% agree, while 28.8% of respondents strongly agree. This implies that tourism ideas are under-utilized in the host community. Tourism ideas are not efficiently capitalized on in order to bring about community development.

The findings show that 1.2% of the respondents strongly disagree that the individual skill can be harnessed for the development of creative tourism, 3.2% disagree, 25.9% are neutral, 40.3% agree and 28.8% respondents strongly agree. This implies that the individual skill can be harnessed for the development of creative tourism. Most of the tourist owners have skills to bring about creative tourism.

Exactly 5.3% respondents strongly disagree that people in the community are not well enlightened about tourism activities, 11.5% disagree, 28.8% are neutral, 34.4% agree and 20.0% respondents strongly agree. This implies that people in the community are not well enlightened about tourism activities. Community dwellers need to be enlightened on the importance of tourism activities.

Table 4.4 Distribution of Respondents' Response on Sustainable Tourism

S/N	Sustainable Tourism	Responses	Frequency	Percentage %
1	Every tourist Centre portraits their culture and heritage	SD	15	4.4
		D	32	9.4
		N	81	23.8
		A	118	34.7
		SA	94	27.6
2	Historical Centre's and national monuments are kept for the future generation to learn from	SD	9	2.6
		D	12	3.5
		N	60	17.6
		A	136	40.0
		SA	123	36.2
3	Our museum are not properly managed	SD	9	2.6
		D	23	6.8
		N	65	19.1
		A	119	35.0
		SA	124	36.5
4	Nigerian arts and culture are well known globally	SD	48	14.1
		D	143	42.1
		N	54	15.9
		A	54	15.9
		SA	41	12.1
5	Major festivals in Nigeria are properly showcased	SD	90	26.5
		D	132	38.8
		N	27	7.9
		A	43	12.6
		SA	48	14.1
6	Government policy are not promoting sustainable tourism	SD	89	26.2
		D	135	39.7
		N	26	7.6
		A	49	14.4
		SA	41	12.1

Source: Field Survey, 2019

Table 4.4 reveals that 4.4% of the respondents strongly disagree with the fact every tourist centre portraits their culture and heritage, 9.4% disagree, 23.8% are neutral, and 34.7% agree, while 27.6% strongly agree. This implies that every tourist centre portraits their culture and heritage. Nigeria tourist centre are well known for their culture and heritage.

The findings further show that 2.6% strongly disagree that historical centers' and national monuments are kept for the future generation to learn from, 3.5% disagrees, 17.6% are neutral, 40.0% respondents agree and 36.2% of the respondents strongly agree. This implies that historical centres' and national monuments are kept for the future generation to learn from. Historical centres' and national monuments are a place of memorial places.

About 2.6% strongly disagree that our museum is not properly managed, 6.8% disagree, 19.1% are neutral, 35.0% agree and 36.5% of respondents strongly agree. This implies that our museum is not properly managed in Nigeria. Proper management in the museum is very vital, because this is where historical, artistic, artefacts, cultural interest etc. are kept for exhibition or preservation for future generations to benefit from it.

Exactly 14.1% strongly disagree that Nigerian arts and culture are well known globally, 42.1% disagree, 15.9% are neutral, 15.9% agree, while 12.1% of respondents strongly agree. This implies that Nigerian arts and culture are not well known globally. Nigerian arts and culture can be showcased in a meaningful and colorful way.

The findings show that 26.5% of the respondents strongly disagree that major festivals in Nigeria are properly showcased, 38.8% disagree, 7.9% are neutral, 12.6% agree and 14.1% respondents strongly agree. This implies that the major festivals in Nigeria are not properly showcased. The range and number of local festivals and dances reflect the rich diversity that exists within Nigeria and can provide tourists with a unique opportunity to sample and flavor Nigerian culture in some of its purest forms.

Exactly 26.2% respondents strongly disagree that government policy are not promoting sustainable tourism, 39.7% disagree, 7.6% are neutral, 14.4% agree and 12.1% respondents strongly agree, this implies that people in the community are not well enlightened about tourism activities. Nigeria has a wide range of tourist activities to offer. It is a coastal country and the main attraction for the tourists is the long beaches and the marine activities.

Table 4.5 Distribution of Respondents' Response on Business Growth

S/N	Business Growth	Responses	Frequency	Percentage %
1	Tourism development provides social amenities	SD	9	2.6
		D	10	2.9
		N	34	10.0
		A	187	55.0
		SA	100	29.4
2	Tourist centre has brought about rural development in the communities	SD	7	2.1
		D	12	3.5
		N	40	11.8
		A	151	44.4
		SA	130	38.2
3	Security, safety and health of tourist and host community are guaranteed	SD	70	20.6
		D	194	57.1
		N	30	8.8
		A	27	7.9
		SA	19	5.6
4	Major tourist centre needs renovation	SD	10	2.9
		D	16	4.7
		N	18	5.3
		A	146	42.9
		SA	150	44.1
5	The existence of recreation activities and relaxation centre have increased commercialization	SD	14	4.1
		D	55	16.2
		N	70	20.6
		A	110	32.4
		SA	91	26.8
6	Effective communication facilities improves tourism to the host community	SD	29	8.5
		D	52	15.3
		N	21	6.2
		A	123	36.2
		SA	115	33.8

Source: Field Survey, 2019

Table 4.5 reveals that 2.6% of the respondents strongly disagree with the fact tourism development provides social amenities, 2.9% disagree, 10.0% are neutral, and 55.0% agree, while 29.4% strongly agree. This implies that tourism development provides social amenities. Major tourist centres' have the capacity of providing social amenities if properly managed.

The findings further show that 2.1% strongly disagree that tourist centre has brought about rural development in the communities, 3.5% disagrees, 11.8% are neutral, 44.4% respondents agree and

38.2% of the respondents strongly agree. This implies that tourist centre has brought about rural development in the communities. Rural areas can be developed through effective monitoring of tourist places.

About 20.6% strongly disagreed that security, safety and health of tourist and host community are guaranteed, 57.1% disagree, 8.8% are neutral, 7.9% agree and 5.6% of respondents strongly agree. This implies that security, safety and health of tourist and host community are not guaranteed in Nigeria. There is need for all security agencies to provide adequate security around the various tourist sites in Nigeria.

Exactly 2.9% strongly disagree that major tourist centre needs renovation, 4.7% disagree, 5.3% are neutral, 42.9% agree, while 44.1% of respondents strongly agree. This implies that major tourist centre needs renovation. Major Nigerian tourist centre needs renovation, with the existence of recreation activities and relaxation centre have increased commercialization.

The findings show that 2.9% of the respondents strongly disagree that the existence of recreation activities and relaxation centre have increased commercialization, 4.7% disagree, 5.3% are neutral, 42.9% agree and 44.1% respondents strongly agree. This implies that the existence of recreation activities and relaxation centre have increased commercialization.

Exactly 8.5% respondents strongly disagree that effective communication facilities improves tourism to the host community, 15.3% disagree, 6.2% are neutral, 36.2% agree and 33.8% respondents strongly agree, this implies that effective communication facilities improve tourism to the host community.

Effective decision making, human relations and communication and essential management skills improves tourism activities in a host community. Tourism entrepreneurs can take action on environmental opportunities through effective communication. This can demonstrate self-confidence and uses variety of motivational strategies to influence others positively. Thus, if there are proper communication tourism entrepreneurship will be well embraced and harnessed, sustainable economic development becomes realizable.

Table 4.6 Distribution of Respondents' Response on Job Opportunity

S/N	Job Opportunity	Responses	Frequency	Percentage %
1	Tourism creates entrepreneurial opportunities for job seekers	SD	2	0.6
		D	2	0.6
		N	12	3.5
		A	157	46.2
		SA	167	49.1
2	Tourism centres can generate sufficient income for owners	SD	28	8.2
		D	58	17.1
		N	27	7.9
		A	105	30.9
		SA	122	35.9
3	Standard of living is raised based on tourism activities	SD	17	5.0
		D	51	15.0
		N	19	5.6
		A	108	31.8
		SA	145	42.6
4	Innovative entrepreneurs can make use of tourism ideas for self-employment	SD	4	1.2
		D	9	2.6
		N	13	3.8
		A	155	45.6
		SA	159	46.8
5	Tourism business can be adopted as start-up initiatives in the host community	SD	4	1.2
		D	8	2.4
		N	5	1.5
		A	128	37.6
		SA	195	57.4
6	Some host communities are conducive for entrepreneurial tourism	SD	19	5.6
		D	39	11.5
		N	16	4.7
		A	136	40.0
		SA	130	38.2

Source: Field Survey, 2019

Table 4.6 reveals that 0.6% of the respondents strongly disagree with the fact tourism creates entrepreneurial opportunities for job seekers, 0.6% disagree, 3.5% are neutral, and 46.2% agree, while 49.1% strongly agree. This implies that tourism creates entrepreneurial opportunities for job seekers. Sustainable tourism can create job opportunities among Nigerian graduates, if all our tourism sites are properly renovated and value is being added.

The findings further show that 8.2% strongly disagree that tourism centres can generate sufficient income for owners, 17.1% disagrees, 7.9% are neutral, 30.9% respondents agree and 30.9% of the respondents strongly agree. This implies that tourism centres can generate sufficient income for owners. The tourism industry has become an important part of providing income for the country. Tourism centres improves the quality of life of small tourism businesses which translates to a higher income and improved standard of living for the stakeholders operating in the industry.

About 5.0% strongly disagreed that standard of living is raised based on tourism activities, 15.0% disagree, 5.6% are neutral, 31.8% agree and 42.6% of respondents strongly agree. This implies that standard of living is raised based on tourism activities. Empowering and encouraging entrepreneurial activities is a pivotal role in economic development which is necessary for enhancing the standard of living of the people.

Exactly 1.2% strongly disagree that innovative entrepreneurs can make use of tourism ideas for self-employment, 2.6% disagree, 3.8% are neutral, 45.6% agree, while 46.8% of respondents strongly agree. This implies that innovative entrepreneurs can make use of tourism ideas for self-employment. Tourism ideas can be discovered through tourism seminars and workshop.

The findings show that 1.2% of the respondents strongly disagree that tourism business can be adopted as start-up initiatives in the host community, 2.4% disagree, 1.5% are neutral, 37.6% agree and 57.4% respondents strongly agree. This implies that tourism business can be adopted as start-up initiatives in the host community. Many creative graduates are not properly guided on how to start a tourism business in their community.

Exactly 5.6% respondents strongly disagree that some host communities are conducive for entrepreneurial tourism, 11.5% disagree, 4.7% are neutral, 40.0% agree and 38.2% respondents strongly agree. This implies that some host communities are conducive for entrepreneurial tourism. These host communities have not been able to turn these conducive environments into commercialization.

4.2 Test of Hypotheses

4.2.1 Hypothesis One

H₀₁ Creative tourism has no significant effect on business growth in tourism industry

Table 4.7 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.215 ^a	.046	.029	2.75654

a. Predictors: (Constant), Community enlightenment, Tourist attractions, Tourism development, Individual skills, Tourism ideas, Training tourism owners

Source: Field Survey, 2019

The model summary as indicated in table 4.7 shows that R square value of 0.046 which implies that 4% of variance in the dependent variable (business growth) is explained by the constant variables of creative tourism (community enlightenment, tourist attractions, tourism development, individual skills, tourism ideas, training tourism owners). This regression (model formulated) is useful for making predictions since R² is a significant value.

Table 4.8 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	123.145	6	20.524	2.701	.014 ^b
1 Residual	2530.299	333	7.598		
Total	2653.444	339			

a. Dependent Variable: Total Business Growth

b. Predictors: (Constant), Community enlightenment, Tourist attractions, Tourism development, Individual skills, Tourism ideas, Training tourism owners

Source: Field Survey, 2019

The regression result as contained in Table 4.8 ANOVA analysis variation in the dependent variable with the value of regression sum of squares (123.145) in comparison to the residual sum of squares with value of 2530.299 (this value indicated that the model does not fail to explain a lot of the variation in the dependent variables. However, the estimated F-value (2.701) as given in the table with significance value of 0.014, which is less than p-value of 0.10 (p<0.10) which means that the explanatory variable elements as a whole can jointly influence change in the dependent variable (business growth).

Table 4.9 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	23.360	1.347		17.338	.000
Tourism development	-.348	.145	-.129	-2.399	.017
Tourist attractions	-.278	.122	-.123	-2.282	.023
1 Trained tourism owners	-.166	.154	-.059	-1.083	.280
Tourism ideas	.019	.166	.006	.113	.910
Individual skills	-.041	.172	-.013	-.237	.813
Community enlightenment	.306	.139	.120	2.198	.029

a. Dependent Variable: Total Business Growth

Source: Field Survey, 2019

Specifically, the result of regression shown in Table 4.9 Regression Coefficients, tests hypothesis one. The results show that creative tourism (tourism development, tourism attractions and community enlightenment) has positive effects on business growth. This is shown by their probability value (0.017, 0.023 and 0.029) which is less than the chosen 10% significance level.

However, trained tourism owners, tourism ideas and individual skills has a negative effect on business growth, this is shown by its p-value 0.280, 0.910 and 0.813 which is greater than 0.10 significance level. This means that impact of tourism development, tourism attractions and community enlightenment influences business growth. This implies that null hypothesis was rejected and alternative hypothesis was accepted. Thus creative tourism has a significant effect on business growth in tourism industry in Nigeria.

4.2.2 Hypothesis Two

Ho₂ There is no significant relationship between creative tourism and job opportunities in tourism industry

Table 4. 10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.274 ^a	.075	.058	2.36863

a. Predictors: (Constant), Community enlightenment, Tourist attractions, Tourism development, Individual skills, Tourism ideas, Training tourism owners

Source: Field Survey, 2019

The model summary as indicated in table 4.10 shows that R square value of 0.075 which implies that 7% of variance in the dependent variable (job opportunity) is explained by the constant variables of creative tourism (community enlightenment, tourist attractions, tourism development, individual skills, tourism ideas, training tourism owners). This regression (model formulated) is useful for making predictions since R² is a significant value.

Table 4.11 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	151.326	6	25.221	4.495	.000 ^b
1 Residual	1868.262	333	5.610		
Total	2019.588	339			

a. Dependent Variable: Total Job Opportunity

b. Predictors: (Constant), Community enlightenment, Tourist attractions, Tourism development, Individual skills, Tourism ideas, Training tourism owners

Source: Field Survey, 2019

The regression result as contained in Table 4.11 ANOVA analysis variation in the dependent variable with the value of regression sum of squares (151.326) in comparison to the residual sum of squares with value of 1868.262 (this value indicated that the model does not fail to explain a lot of the variation in the dependent variables. However, the estimated F-value (4.495) as given in the table above with significance value of 0.000, which is less than p-value of 0.10 (p<0.10) which means that the explanatory variable elements as a whole can jointly influence change in the dependent variable (total job opportunity).

Table 4.12 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	28.184	1.158		24.345	.000
Tourism development	.007	.124	.003	.056	.955
Tourist attraction	.052	.105	.026	.494	.622
1 Training tourism owners	.181	.132	.073	1.372	.171
Tourism ideas	-.421	.142	-.157	-2.958	.003
Individual skills	-.607	.148	-.219	-4.108	.000
Community enlightenment	-.033	.120	-.015	-.273	.785

a. Dependent Variable: Total Job Opportunity

Source: Field Survey, 2019

Regression coefficients table 4.12 shows the model coefficient (that is, the intercept and the slope) which reveals the effect of sustainable tourism on business growth in tourism industry in South-western States, Nigeria. The result shows independent variable sustainable tourism (tourism ideas and individual skills) have a positive effect on the dependent variable job opportunity. This is shown by their probability value (0.003 and 0.000) being less than the chosen 10% significance level (0.10).

However, tourism development, tourist attractions, training tourism owners and community enlightenment has a negative effect on job opportunity, this is shown by its p-value 0.955, 0.622, 0.171 and 0.7854 which is greater than 0.10. This implies that tourism ideas and individual skills have influence on job opportunity. So null hypothesis was accepted and alternative hypothesis was rejected which states that there is no significant relationship between creative tourism and job opportunities in Nigeria tourism industry.

4.2.3 Hypothesis Three

Ho₃ Sustainable tourism does not have significant effect on business growth in tourism industry

Table 4.13 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.235 ^a	.055	.038	2.74362

a. Predictors: (Constant), Government policies, Culture and heritage, Nigerian arts and crafts, Historical centers and national monuments, Major festivals, Managing museums

Source: Field Survey, 2019

Model summary table 4.13 shows that the coefficient of multiple determinations with R square is 0.055 which is 5% of the variation in sustainable tourism variable (government policies, culture and heritage, Nigerian arts and crafts, historical Centre's and national monuments, major festivals, managing museums), is explained by the variables in the model. While the remaining 95% may be due to other variables that is not included in the model. Hence, this analytical result of the regression (model formulated) is found useful for making predictions since the value of R² is close to 1.

Table 4.14 ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	146.799	6	24.467	3.250	.004 ^b
Residual	2506.645	333	7.527		
Total	2653.444	339			

a. Dependent Variable: Total Business Growth

b. Predictors: (Constant), Government policies, Culture and heritage, Nigerian arts and crafts, Historical centres and national monuments, Major festivals, Managing museums

Source: Field Survey, 2019

The regression result as contained in Table 4.14 ANOVA analysis variation in the dependent variable with large value of regression sum of squares (146.799) in comparison to the residual sum of squares with value of 2506.645 (this value indicated that the model does not fail to explain a lot of the variation in the dependent variables. However, the estimated F-value (3.250) as given in the table with significance value of 0.004, which is less than p-value of 0.10 ($p < 0.10$) which means that the explanatory variable elements as a whole can jointly influence change in the dependent variable (total business growth).

Table 4.15 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	21.309	1.249		17.064	.000
Culture and heritage	.174	.137	.069	1.267	.206
Historical centres and national monuments	-.205	.162	-.070	-1.264	.207
1 Managing museums	.102	.151	.038	.678	.498
Nigerian arts and crafts	-.277	.123	-.123	-2.252	.025
Major festivals	.193	.112	.095	1.727	.085
Government policies	.270	.115	.129	2.359	.019

a. Dependent Variable: Total Business Growth

Source: Field Survey, 2019

Specifically, the result of regression shown in Table 4.15 Regression Coefficients, the result show that sustainable tourism (Nigerian arts and culture, major festivals and government policies) have positive effects on business growth. This is shown by their probability value (0.025, 0.085 and 0.019) which is less than the chosen 10% significance level.

While information culture and heritage, historical centre's and national monuments and managing museums have a negative effect on business growth, this is shown by its probability value (0.206, 0.207 and 0.498) which is greater than 10% significance level. This means that impact of Nigerian arts and culture, major festivals and government policies influences business growth. This implies that null hypothesis was rejected and alternative hypothesis was accepted. Thus sustainable tourism has a significant effect on business growth in tourism industry in Nigeria.

4.2.4 Hypothesis Four

Ho₄ Sustainable tourism has no significant relationship on job opportunities in tourism industry in Nigeria

Table 4.16 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.243 ^a	.059	.042	2.38915

a. Predictors: (Constant),

a. Predictors: (Constant), Government policies, Culture and heritage, Nigerian arts and crafts, Historical centres and national monuments, Major festivals, Managing museums

Source: Field Survey, 2019

Model summary table 4.16 shows that the coefficient of multiple determinations with R square is 0.059 and Adjusted R Square 0.042 which is 5% of the variation in sustainable tourism variable (government policies, culture and heritage, Nigerian arts and crafts, historical centre's and national monuments, major festivals, managing museums), is explained by the variables in the model. While the remaining 95% may be due to other variables that is not included in the model. Hence, this analytical result of the regression (model formulated) is found useful for making predictions since the value of R² is close to 1.

Table 4.17 ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	118.806	6	19.801	3.469	.002 ^b
1 Residual	1900.782	333	5.708		
Total	2019.588	339			

a. Dependent Variable: Total Job Opportunity

a. Predictors: (Constant), Government policies, Culture and heritage, Nigerian arts and crafts, Historical centres and national monuments, Major festivals, Managing museums

Source: Field Survey, 2019

The table 4.17 presents the analysis of variance (ANOVA) of the model. F-statistic has a value of 3.469 and probability value 0.002 (which is less than the usual significance level 10% i.e. p<0.10). This indicates the reported F-statistic is significant, this implies that sustainable tourism has positive significant effect on job opportunity. Furthermore, the table further summarized the results of an analysis of variation in the dependent variable with large value of regression sum of squares

(118.806) in comparison to the residual sum of squares with value of 1900.782 this value indicate that the model does not fail to explain a lot of the variation in the dependent variables.

Table 4.18 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	24.738	1.087		22.750	.000
Culture and heritage	.182	.120	.082	1.524	.128
Historical centres and national monuments	-.002	.141	-.001	-.013	.989
1 Managing museum	-.392	.132	-.166	-2.975	.003
Nigerian arts and crafts	.373	.107	.190	3.481	.001
Major festivals	.052	.097	.029	.534	.594
Government policies	-.081	.100	-.044	-.812	.417

a. Dependent Variable: Total Job Opportunity

Source: Field Survey, 2019

Regression coefficients table 4.18 shows the model coefficient (that is, the intercept and the slope) which reveals the effect of sustainable tourism on the probability of increasing job opportunities. The result shows independent variable sustaining tourist (managing museums and Nigerian arts and crafts) have a significant effect on job opportunity. This is shown by their probability value (0.003 and 0.001) being less than the chosen 10% significance level (0.10).

While culture and heritage, historical centres and national monuments, major festivals and government policies have a negative effect on job opportunities, this is shown by their p-value (0.128, 0.989, 0.594 and 0.417) being more than the chosen 10% significance level (0.10). This implies that managing museums and Nigerian arts and crafts influence job opportunities. Therefore, null hypothesis was accepted that states sustainable tourism has no significant relationship on job opportunities in tourism industry but alternative hypothesis was rejected which states that sustainable tourism has a significant relationship on job opportunities in tourism industry.

4.3 Thematic Analysis of the Interview Responses

The thematic analysis was carried out using interview to provide information to confirm and the result of the quantitative data which addressed the issues of entrepreneurial initiatives on performance of tourism industry. Using interview as a source of data help to explore the past, understand the present as well as predicting the future. Table 4.19 shows the distribution of the respondent's demographic information for interviewers. These include their positions, address and date of interview.

Table 4.19 Distribution of the Respondents' Demographic Information for Interviewers

List of Respondents	Position	Address of Respondents	Date of Interview
Respondent 1	Business owners	Ogun State	18/8/2019
Respondent 2	Tourism participant	Osogbo, Osun State	18/8/2019
Respondent 3	Staff (NTB)	Ijebu Ode Ogun State	18/8/2019
Respondent 4	Tourist business owner	Modakeke, Osun State	19/8/2019
Respondent 5	Tourist	Badagry, Lagos	19/8/2019
Respondent 6	Staff (NTB)	Obagun Osun State	19/8/2019
Respondent 7	Tourism participants	Nike Art Gallery, Ibadan Osun State	20/8/2019
Respondent 8	Tourist	Ogbomoso, Oyo State	20/8/2019
Respondent 9	Tourist business owner	Lagos State	4/8/2019
Respondent 10	Staff (NTB)	Lagos State	4/8/2019

Field Survey, (2019)

Thematic Analysis of Entrepreneurial Practices and Performance of Tourism Industry

The thematic analysis was carried out using interview to provide information to confirm and the result of the quantitative data which addressed the impact of entrepreneurial initiatives on the performance of tourism industry in South-western States, Nigeria. Using interview as a source of data help to understand the present situation of the subject matter as well as predicting the future.

Figure 4.1 presented the thematic analysis of the study, based on data collected from the in-depth interviews conducted with ten randomly selected tourism participants in Lagos, Osun and Ogun State.

The study identified themes and sub-themes and that described how and ways creative and sustainable tourism affect performance of tourism industry. The emerged conceptions are grouped into themes and sub-themes. Figure 4.1 visualizes all the main themes and sub-themes from the perceptions of the selected students. Two major themes were identified from the research objectives; enterprise growth and job creation. Five sub themes were categorized from the responses; start up initiatives, creativity, innovation, aggressiveness and competitiveness. Ten sub themes were also identified to describe the effect of the independent variables on the dependent variables; new product development, packaging, advertising, marketing channels, pricing and promotion strategies.

Thematic Analysis of the Interview Responses

The interview in qualitative research were conducted to describe, understand and clarify human experiences and therefore, the selection of the interviewee was an important component in obtaining the needed data. From Table 4.19, 10 people were interviewed and the participants had average age between thirty-four (34) and fifty-nine (59) years. Most of them were graduate and male. Only 3 out of the ten participants sampled were female.

Thematic Analysis

The thematic analysis was carried out using interview to provide information to confirm and the result of the quantitative data which addressed the issues entrepreneurial initiatives and performance of tourism sector. The interview data was analyzed thematically and the following findings, for which each theme answered each research question, anchored on the relationship between entrepreneurial initiatives and the performance of tourism in South-western States, Nigeria discovered two themes, eight sub-themes. This relationship between entrepreneurial initiatives and the performance of tourism form the bases of the summary research findings, conclusion and recommendations.

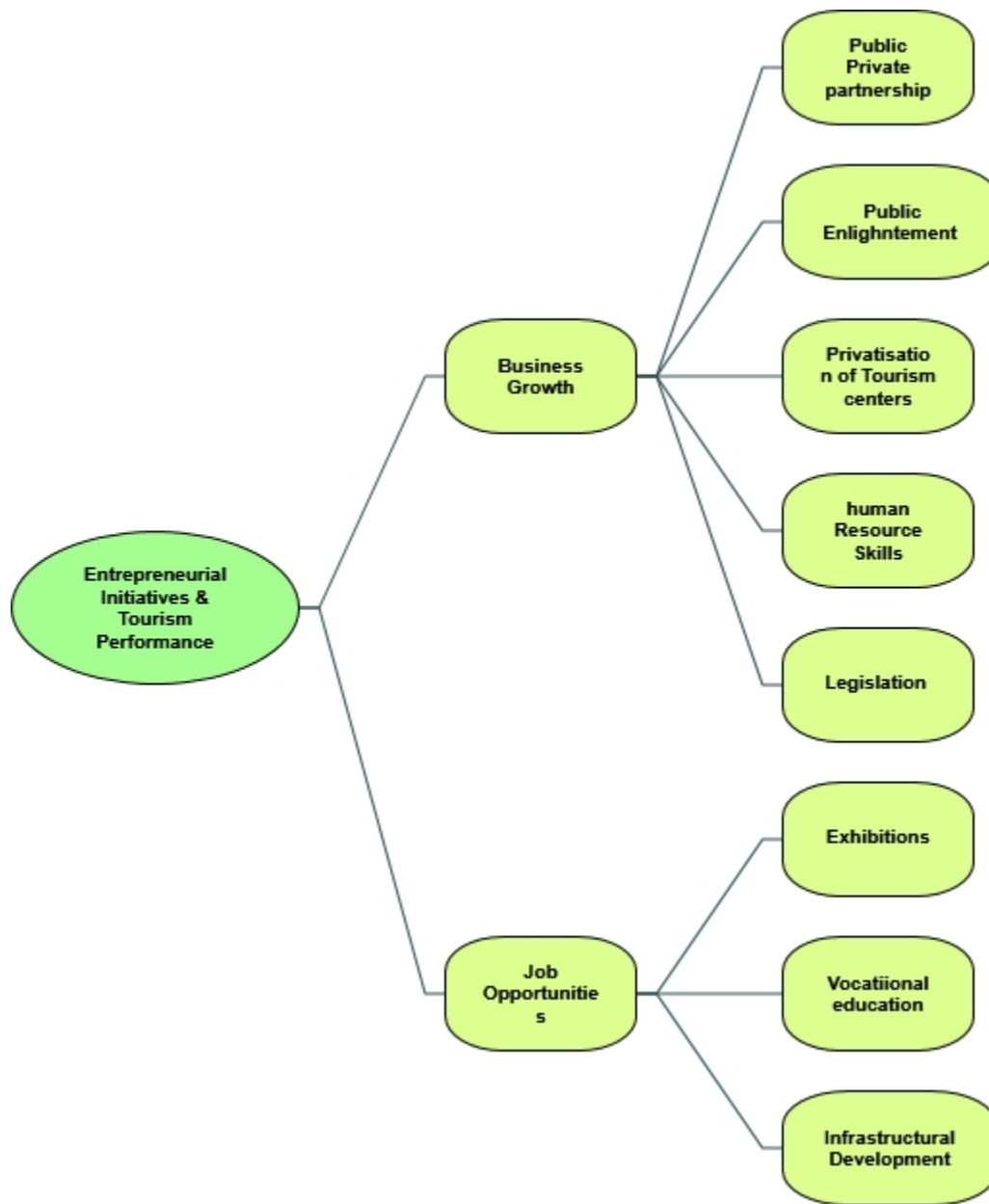


Figure 4.1 Thematic Representation of the Study.
Source: Author’s Field Survey (2019)

The interview data was analyzed thematically and the following findings, for which each theme answered each research question, anchored on the relationship between entrepreneurial initiatives and the performance of tourism in South-western States, Nigeria discovered two themes, eight sub-themes.

Theme One: Entrepreneurial initiatives and Business Growth

Based on the interview with the ten sampled tourism officials in the selected locations, relevant entrepreneurial initiatives that relates to tourism performance emerged in (figure 4.2) as ways in which the tourism performance can be enhanced in Nigeria.

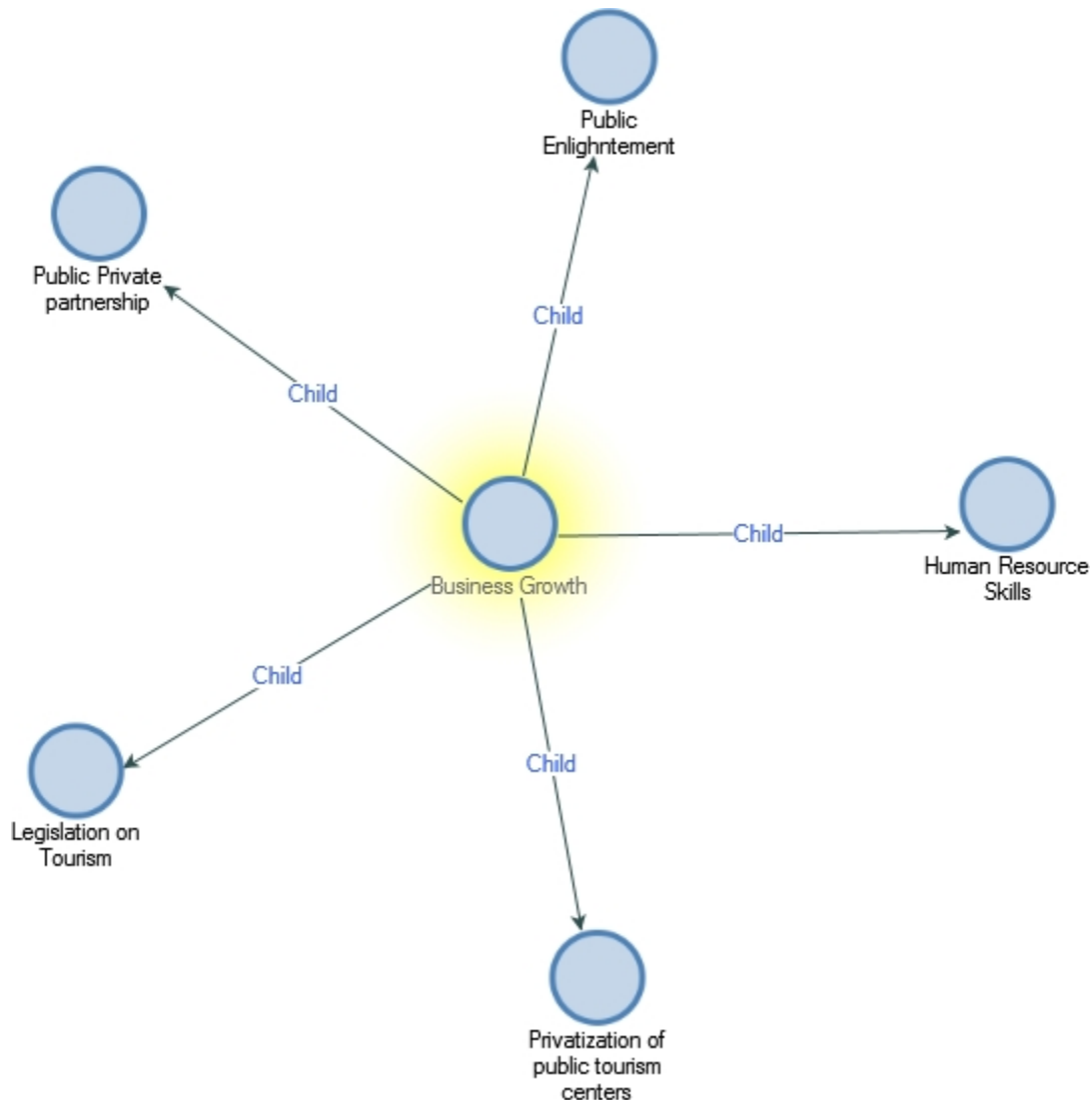


Figure 4.2 Thematic Representation of Business growth
Source: Author’s Field Survey (2019)

Public private partnership

Respondent coded info1 suggested that “No, this can be achieved when the private investors are in collaboration with the government”. Similarly, info 2 submitted that “By signing a contract with

private investors to oversee the affairs of tourism business for some years, so they can bring in their ideas to develop the industry”.

To corroborate the above info 4 advised that “The government cannot do it alone, in Nigeria affairs handled by the government are not properly handled and most times they are not overseen by competent hands”. He further added that “When tourism business is properly financed, private investors were attracted to invest in such business”.

Also, info5 suggested that “Investing in any business involves money, once the interest rate of the investors is enticing, investors were attracted because they are after their profit”. While info 8 agreed that “Government can start a tourism programme just to show the significance of tourism, majority of Nigerians don’t know the importance of tourism activities”. Info9 and 7 also said that “Partnership with private investors” and “private investors have innovative ideas to transform the industry” respectively. In the same vein, info3 submitted that “government things are not taking seriously; private investors are needed to make tourism business thrive”.

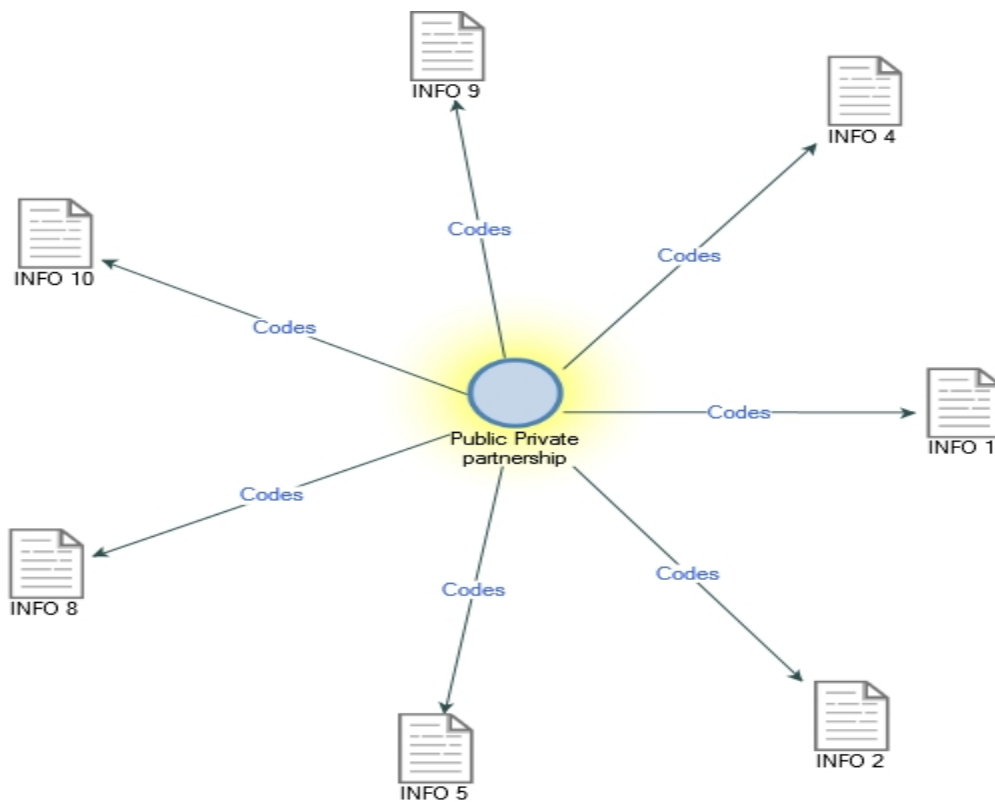


Figure 4.3 Thematic Representations of the PPP
Source: Author’s Field Survey (2019)

Privatization of Tourism Centers

On tourism centers, info1 submitted that “By privatization of some tourist centres to expert to be properly handled for results”. While info3 suggested that “The government should let private investors have a sense of ownership to help them put in their best. Lastly on privatization info6 concluded that “Dead tourism centres can be handled by private investors to resuscitate it to get more gain”.

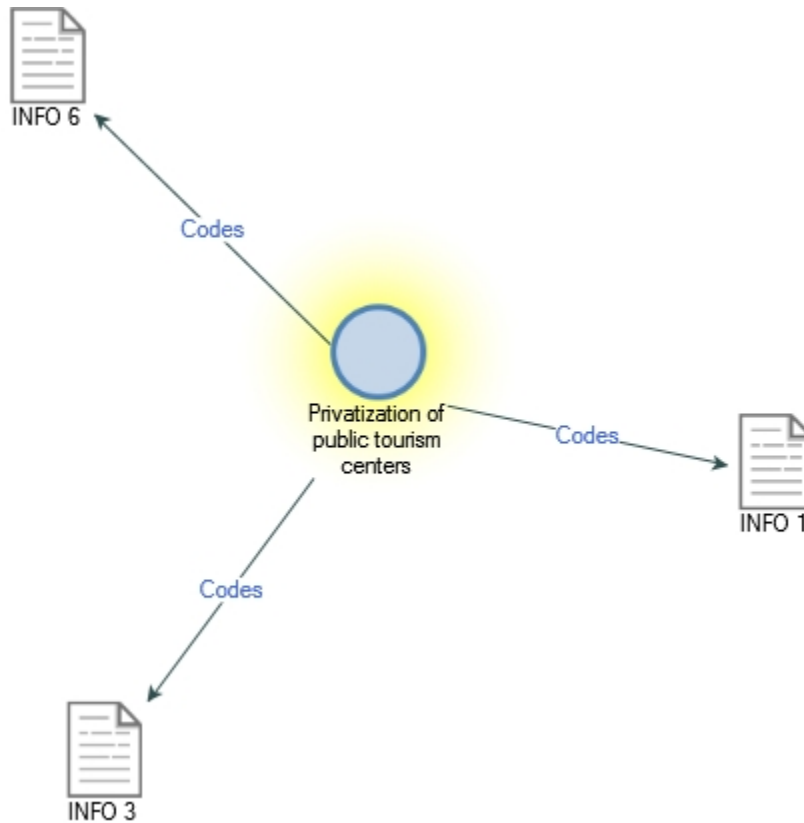
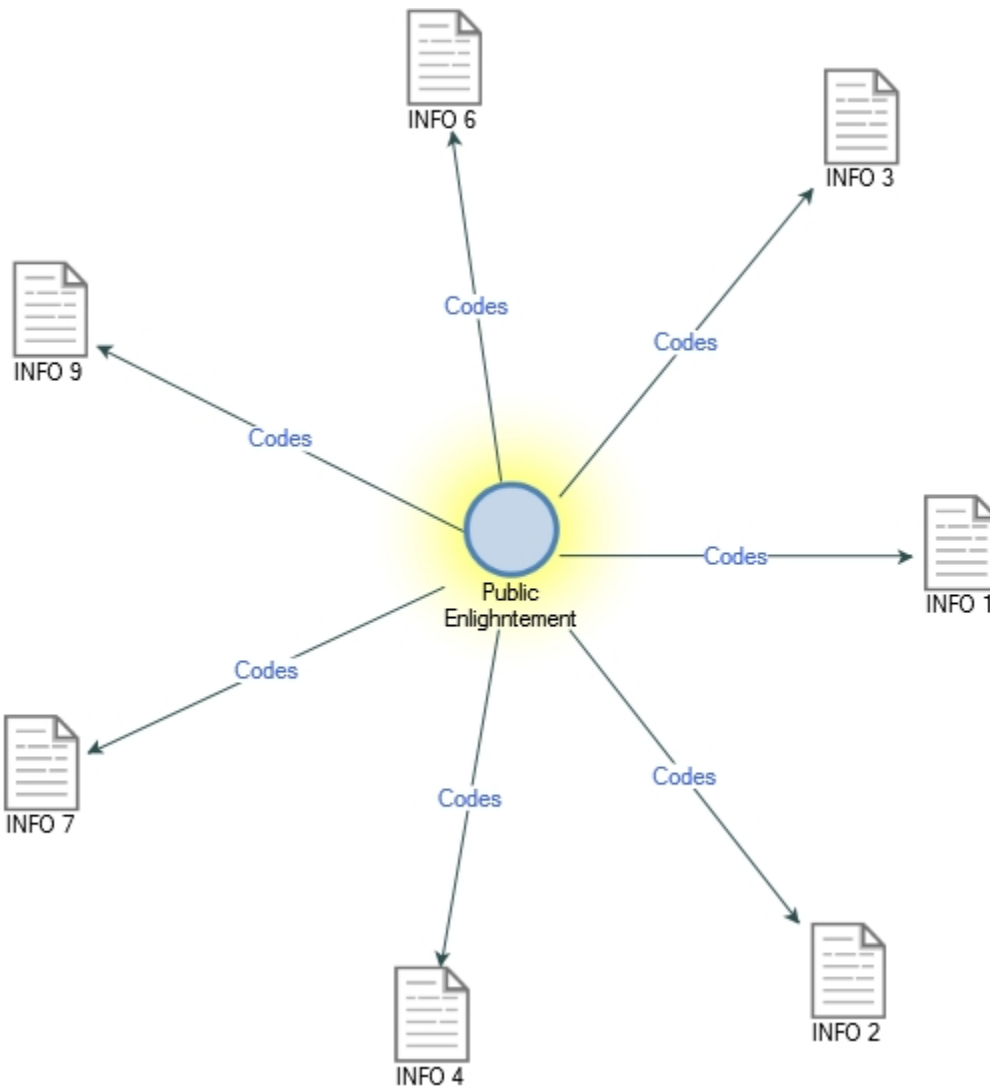


Figure 4.4 Thematic Representations of Privatization

**Source: Author’s Field Survey (2019)
Public Enlightenment**

Also the interview revealed public enlightenment as element of entrepreneurial initiatives. For instance, info1 responded that “**Public** enlightenment is the only way to know of the importance of tourism”. Info2 added that “really because public enlightenment has lots of tools that is needed for the awareness of tourism industry”. Info7 suggested that “Media awareness of Nigeria diverse tourist attraction all over the world”. While info 3” Through word of mouth, tourist that have witness some festivals or visit the sites of some attractions will also tell their friends and family

about their experience, by so doing other people will be aware”. Similarly, info4 suggested that “Enlightenment of younger generation to embrace our culture and heritage, inculcating our culture into the curriculum in the schools”. Also info 6 “Through image laundering, going to other countries and propagate the tourist attraction therein”. Info 7 suggested that “Continuous promotions of our culture and heritage through various media and Showcasing or having a functional website to publicize different tourist attractions in the country”. Lastly info 9 said that “Connecting with the right agents, and video marketing.”



Human Resource Skills

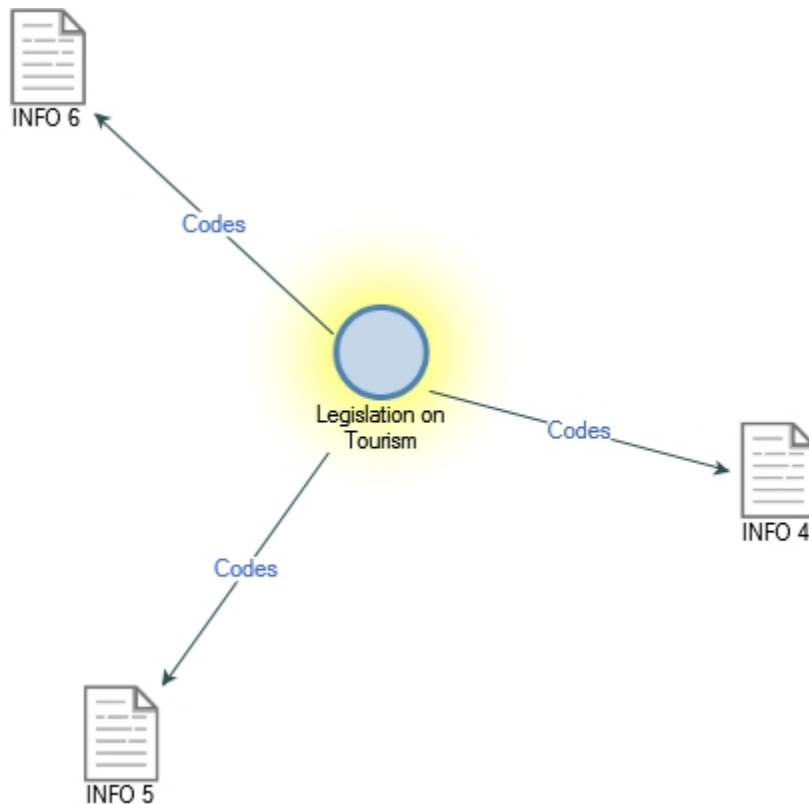
On HR skills as entrepreneurial initiatives in tourism section, info2 said that “Since high work force are required to provide services for the tourist, due to this tourism and hospitality sectors

with the supporting industries provide a diversified employment opportunity”. Also, info3 responded that “Employing qualified personnel to oversee the affairs of the industry and there must be transparency”.



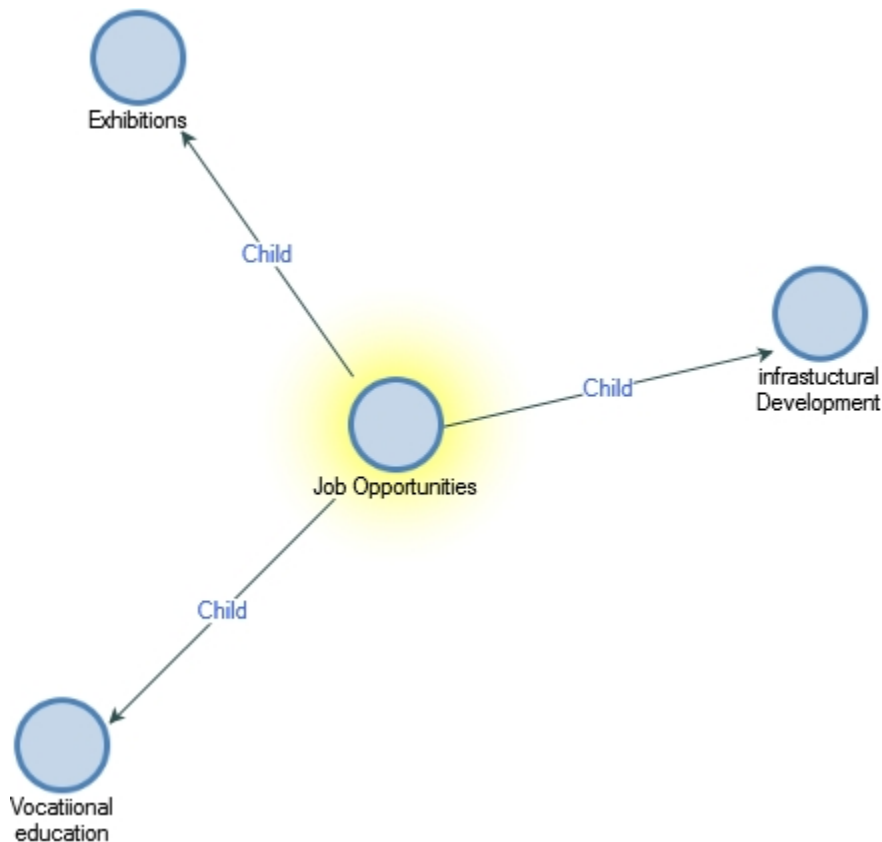
Legislation on Tourism

Info4 suggested that “By developing legislation that give graduates the opportunity to own their own tourist centres in their various specialization”. Also info5 suggested “Taking proper inventory of attractions, festivals, monuments, arts and crafts, national parks and the animals well documented through relevant ministry, such information should be published in magazines, fliers, internet advert”. While info6 submitted that “Through legislation, government should legislate towards inculcating our culture”.



Theme Two: Entrepreneurial Initiatives and Job opportunities

Based on the interview with the tourism centers with regards to the theme of job opportunities; exhibitions, infrastructural development and vocational education in Figure 4.4 emerged as ways in which job opportunities can be generated in Nigeria and explained thematically.



From the responses on job opportunities, info 1 suggested that “Tourism entrepreneurs have created lots of jobs opportunities for either the skilled and unskilled labour”. While info10 responded that “Sustainable tourism can create job opportunities among Nigerian graduates, if all our tourism sites are properly renovated and value is being added”. Also, info2 said that “Tourism entrepreneurs have helped in economic diversification, there have been a little shift from the oil sector”. While info5 suggested that “Tourism industry have high potential to stimulate other sectors in the country through its forward and backward linkages, this can create various job openings for job seekers”. Also info1 added that “Tourism entrepreneurs have created lots of jobs opportunities for either the skilled and unskilled labour”. While info10 added that “Sustainable

tourism can create job opportunities among Nigerian graduates, if all our tourism sites are properly renovated and value is being added”.

Vocational education

Two respondents spoke on vocational education; info1 said

“Jobs are created through skills development, trainings and vocational education”.

While info 7 corroborated by saying

“Tourism entrepreneurs train interested individuals in any skills of their choice, this helps them to be independent”.

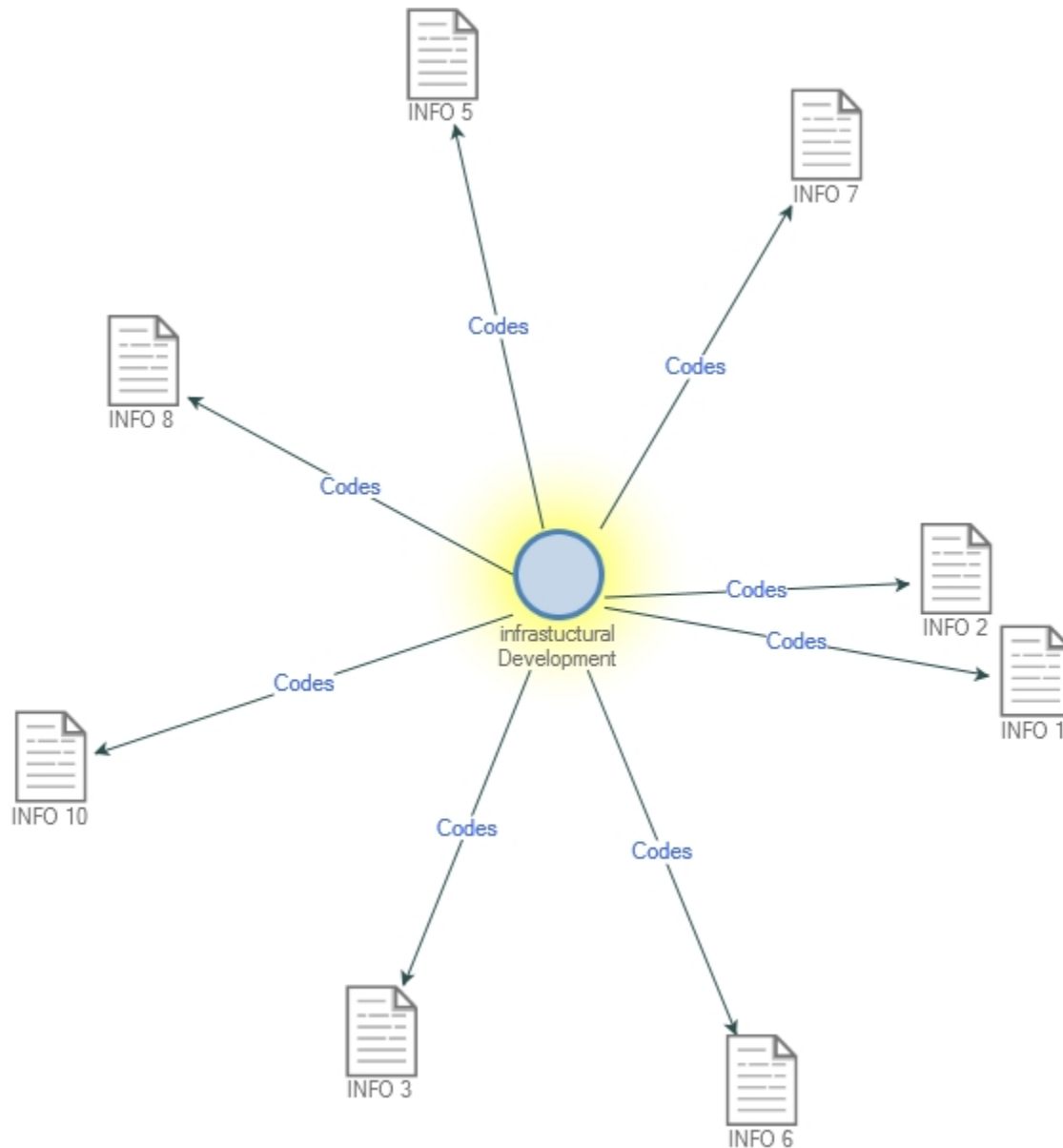


Infrastructural Development

Info1 suggested that “By putting necessary infrastructure in place because they are the basic needs”. While info10 suggested that “By providing security, making sure lives and property are always secured and upgrading the airport services”. Job opportunities emerged in the tourism sector

In addition, info 2 submitted that

“Proper management in the museum is very vital, because this is where historical, artistic, artefacts, cultural interest etc. are kept for exhibition or preservation for future generations to benefit from it”.



4.4 Discussion of Results and Findings

This study has some major findings based on demographic, descriptive, inferential, questionnaires and hypothesis tested, thematic analysis according to the findings, the demographic information of the respondents helped shed more insight into how decisions of respondents at differs in gender, age, marital status and tribe of respondents. Hence, the demographic information showed that;

From the demographic characteristics of the respondent's gender, the researcher randomly administered questionnaire to female more than the male. Majority of the respondents falls within

the age bracket of 20 – 30 years; this implies that tourism participants in South-western States, Nigeria are majorly youths. From the marital status there are more married respondents than others, which implies that the most of the respondents are married. The findings reveal that most of the tourism participants are from Yoruba tribe.

From the hypothesis one, which states that creative tourism have no significant effect on business growth in tourism industry, findings show that null hypothesis was rejected and alternative hypothesis was accepted which reveals that creative tourism has a significant effect on business growth in tourism industry. This implies that tourism development, tourism attractions and community enlightenment influences business growth have positive effects on business growth. This statement is in line with the findings of Adebunwa, Raimi, & Idowu, (2017), there is urgent need for the Nigerian government (at all levels) to provide adequate security around the various tourist sites. However, trained tourism owners, tourism ideas and individual skills have a negative effect on business growth. Nigerian tourism industry needs to make use of all resources and business opportunities and learn from the developed economy to effectively promote business growth.

Findings from the study reveals that null hypothesis was accepted, this means that there is no significant impact between creative tourism and job opportunities in Nigeria tourism industry. Overall, this also shows that tourism development, tourist attractions, training tourism owners and community enlightenment has a negative effect on job opportunity. This is contrary to the findings of Basse (2015), training and funding alone do not guarantee success in tourism development. However, tourism ideas and individual skills have influence on job opportunity, therefore, tourist business owners need to put in more effort to improve their services in order to attract foreigners and tourists.

Hypothesis three states that sustainable tourism does not have significant effect on business growth in tourism industry, which was rejected from the findings. This implies that impact of Nigerian arts and culture, major festivals and government policies influences business growth. This implies that null hypothesis was rejected and alternative hypothesis was accepted. This is the same with the findings of Bankole, Ezema, Omolade, & Idowu (2017), which states that entrepreneurship still necessary and vital to the continuing development of disruptive innovation and market change,

however, a new breed of entrepreneur must now achieve greater focus. However, culture and heritage, historical centres and national monuments and managing museums have a negative effect on business growth. This implies that Nigerian tourism industry needs to showcase our culture and heritage in a positive way and maintain our historical centres and national monuments.

From the findings of the study, sustainable tourism has a significant effect on job opportunities in tourism industry. Overall, this also shows that managing museums and Nigerian arts and crafts have a significant effect on job opportunity. This conforms to the findings of Iuliana, Carmen, & Alexandrina, (2015) the connection with entrepreneurship takes into account the economic development of tourist areas aiming to create new sustainable businesses by increasing the capacity and willingness of enterprises to develop. However, culture and heritage, historical centres and national monuments, major festivals and government policies have a negative effect on job opportunities. Therefore, tourism industry needs to attract investment into managing our National museum and promoting the country's arts and craft.

From the interview data was analyzed thematically and the following findings, for which each theme answered each research question, anchored on the relationship between entrepreneurial initiatives and the performance of tourism in Nigeria discovered two themes, eight sub-themes. Entrepreneurial initiatives can lead to business growth through public enlightenment, human resource skills, privatization of public tourism centres and legislation on tourism.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Preamble

The study examined impact of entrepreneurship initiatives on performance of tourist industry in South-western States, Nigeria. This chapter is the final chapter of this study and it is divided into five crucial parts which are summary of findings, conclusions, recommendations, contribution to knowledge and suggestions for further studies. It is very important to note here that the summary presented here is a review of the findings of the research, while the conclusions represent the inferences made from the summary of the findings also, the recommendations are suggestions emanating from the conclusions of the study and lastly the suggestions for further studies as this paves way for future researches on tourism industry.

5.1 Summary of Findings

From the first objective which examined the extent to which creative tourism brings about business growth in tourism industry, the findings show that respondents agree that every tourism owner should be properly trained on how to attract tourist. Tourism ideas are under-utilized in the host community. People in the community are not well enlightened about tourism activities. However, tourism industry should always make use of community cultural background to bring out tourism development.

From the findings, objective two which analyzed the effect of creative tourism on job opportunities in tourism industry in South-western States, Nigeria. Respondents agree that Tourism creates entrepreneurial opportunities for job seekers. Tourism centres can generate sufficient income for owners. Standard of living is raised based on tourism activities. Innovative entrepreneurs can make use of tourism ideas for self-employment, however, Tourism business can be adopted as start-up initiatives in the host community. However, Nigerian community need to encourage existence of societal gathering of different personalities to enhance tourist attraction.

Objective three which investigated the impact of the impact between sustainable tourism and business growth in Nigeria. Majority of the respondents agree that historical centres and national monuments are kept for the future generation to learn from. Every tourist centre portrays their culture and heritage and our museum are not properly managed. Tourist centre has brought about

rural development in the communities. Major tourist centre needs renovation, with the existence of recreation activities and relaxation centre have increased commercialization. Effective communication facilities improve tourism to the host community. However, the government need to organize guarantee Security, safety and health of tourist and host community are guaranteed.

Lastly, fourth objective which demystified the influence of sustainable tourism affecting job opportunities in tourism industry in South-western States, Nigeria. Respondents agree that Some host communities are conducive for entrepreneurial tourism. Tourism development provides social amenities; individual skills need to be harnessed for the development of creative tourism. However, Nigerian arts and culture are well known globally because major festivals in Nigeria are not properly showcased. Therefore, government policies need to promoting sustainable tourism to create job opportunities.

5.2 Conclusion

Based on the findings that were highlighted in the formulated hypotheses in this study, one can conclude that creative and sustainable tourism can influence business growth. It is obvious that Nigerian arts and culture are not well known globally. Major festivals in Nigeria are not properly showcased, while cultural background can bring about tourism development. Tourism ideas are under-utilized in the host community. People in the community are not well enlightened about tourism activities. Nigerian museum is not properly managed, historical centres and national monuments should be kept for the future generation to learn from. The existence of tourism development need to provide social amenities.

Nigeria as country has numerous tourism business opportunities and investment potentials due to the abundant, vibrant and dynamic human and natural resources it possesses. The low performance and inefficiency have characterized small business particularly in assessing its role on economic growth and development. A nation's ability to generate a steady stream of tourism business opportunities can only come about when its people take to entrepreneurial activities.

5.3 Recommendations

1. Tourism owners in Nigerian South-western States need to generate creative ideas that brought about business growth, they need individual skills to attract more investors and tourism entrepreneurs. People in the community should be enlightened about tourism activities and major tourist centre needs renovation.
2. Every tourism owner should be properly trained on how to attract tourist because cultural background can bring about tourism development. Nigerian tourism industry needs orientation to create entrepreneurial opportunities for job seekers. Innovative graduates should make use of tourism ideas for self-employment.
3. Historical centres and national monuments should be kept for the future generation to learn from and major festivals in Nigeria should be properly showcased. Government policies that properly promote sustainable tourism should be implemented. Effective tourism development can lead to social amenities and tourist centre has brought about rural development in some communities.
4. Our museum should be properly managed, because every tourist centre can portraits our culture and heritage. For Nigerian arts and culture are to be known globally, there need to be recreation activities and relaxation centre which increased commercialization. Nigerian government need to ensure security, safety and health of tourist.

5.4 Suggestions for Further Study

This study focused exclusively on festival aspect of tourism industry South-western States, there is need to carry out more empirical studies on other sectors of the industry, thus there is compelling need for further research efforts to focus on other sectors. Hence, the following areas of research could be suggested:

1. Impact of Entrepreneurship Initiatives on Performance of Hospitality Tourism Firms in Nigeria.
2. Effect of Entrepreneurship Orientation on Performance of Recreation Tourism Firms in Nigeria.

5.5 Contributions to Knowledge

This study evaluates the understanding of entrepreneurship initiatives which is currently the subject of many academic investigations. This study was able to adequately address what actually attract tourist from other countries to Nigeria, which are exhibitions, vocational education and privatization of tourist centres. This study covers and focuses on the key factors that actually drive tourism entrepreneurs to invest in recreation and relaxation centres, which has not been adequately addressed by previous research.

This study also assessed the human resource skills and tourism ideas which are under-utilized in the tourism industry. This study provides information that serves as an eye opener to potential readers on the relevance of business growth of tourism firms in South-western States, Nigeria. Creative and sustainable tourism contributes immensely to the survival of tourism industry in South-western States, Nigeria.

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APPENDIX A

Impact of Entrepreneurship Initiatives on Performance of Tourism Industry in South-west Nigeria

Questionnaire

SECTION A: Demographic Information

(N.B: Please tick as appropriate)

1. Gender: Male () Female ()
2. Age: 19 and below (). 20 – 29 (). 30 – 39 (). 40 – 49 (). 50 – 59 (). 60 above ().
3. Marital Status: Single (). Married (). Divorced ().
4. Tribe: Yoruba (). Igbo (). Hausa (). Others ().

SECTION B: This section discusses the variables adopted in the study and it is designed in order to test the perspective of the respondents in relations to the methods of marketing strategy. This is further grouped into five (5) sub-sections.

Please tick as appropriate

Options: SD – Strongly Disagree, D – Disagree, N – Neutral, A – Agree, SA - Strongly Agree.

S/N	Creative Tourism	SD	D	N	A	SA
1	Cultural background brings about tourism development					
2	The existence of societal gathering encourages tourist attraction					
3	Every tourism owners should be properly trained on how to attract tourist					
4	Tourism ideas are under-utilized in the host community					
5	Individual skill can be harnessed for the development of creative tourism					
6	People in the community are not well enlightened about tourism activities					
	Sustainable Tourism	SD	D	N	A	SA
1	Every tourist Centre portrays their culture and heritage					

2	Historical Centre's and national monuments are kept for the future generation to learn from					
3	Our museum are not properly managed					
4	Nigerian arts and culture are well known globally					
5	Major festivals in Nigeria are properly showcased					
6	Government policy are not promoting sustainable tourism					
	Business Growth	SD	D	N	A	SA
1	Tourism development provides social amenities					
2	Tourist centre has brought about rural development in the communities					
3	Security, safety and health of tourist and host community are guaranteed					
4	Major tourist centre needs renovation					
5	The existence of recreation activities and relaxation centre have increased commercialization					
6	Effective communication facilities improves tourism to the host community					
	Job Opportunity	SD	D	N	A	SA
1	Tourism creates entrepreneurial opportunities for job seekers					
2	Tourism centres can generate sufficient income for owners					
3	Standard of living is raised based on tourism activities					
4	Innovative entrepreneurs can make use of tourism ideas for self-employment					
5	Tourism business can be adopted as start-up initiatives in the host community					
6	Some host communities are conducive for entrepreneurial tourism					

INTERVIEW GUIDE

SECTION A: Demographic Information

1. Gender: Male (), Female ().
2. Age: 20 – 30 (), 31 – 40 (), 41 – 50 (), 51 and above ().
3. Where do you base: Lagos State (), Ogun State (), Oyo State ().

SECTION B: Interview Questions

1. Do you think tourism can bring about a conducive environment in Nigeria? YES/NO
2. In what way do you think tourism entrepreneurs can improve the standard of living?
3. How can Nigerian tourism industry preserve our country's arts and craft, traditional festivals, unique historical places, national monuments and sites?
4. Can you please explain how sustainable tourism creates job opportunities among Nigerian graduates?
5. Do you think Nigerian tourism industry can manage our tourist centers without the help of private investors? YES/NO
6. Please explain the steps in which the government can encourage private investors into Nigerian tourism business?
7. Is there another way people can be aware of the importance of tourism apart from public enlightenment?
8. How can we transform our tourist centres to attract foreign tourist to Nigeria?

APPENDIX B
Sample Size Table
From The Research Advisors

There are various formulas for calculating the required sample size based upon whether the data collected is to be of a categorical or quantitative nature (e.g. is to estimate a proportion or a mean). These formulas require knowledge of the variance or proportion in the population and a determination as to the maximum desirable error, as well as the acceptable Type I error risk (e.g., confidence level).

But why bother with these formulas?

It is possible to use one of them to construct a table that suggests the optimal sample size – given a population size, a specific margin of error, and a desired confidence interval. This can help researchers avoid the formulas altogether. The table below presents the results of one set of these calculations. It may be used to determine the appropriate sample size for almost any study.

Many researchers (and research texts) suggest that the first column within the table should suffice (Confidence Level = 95%, Margin of Error = 5%). To use these values, simply determine the size of the population down the left most column (use the next highest value if your exact population size is not listed). The value in the next column is the sample size that is required to generate a Margin of Error of \pm 5% for any population proportion.

However, a 10% interval may be considered unreasonably large. Should more precision be required (i.e., a smaller, more useful Margin of Error) or greater confidence desired (0.01), the other columns of the table should be employed.

Thus, if you have 5000 customers and you want to sample a sufficient number to generate a 95% confidence interval that predicted the proportion who would be repeat customers within plus or minus 2.5%, you would need responses from a (random) sample of **1176** of all your customers.

As you can see, using the table is much simpler than employing a formula.

Required Sample Size†

Population Size	Confidence = 95%				Confidence = 99%			
	Margin of Error				Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1067	427	636	827	1119
1,500	306	515	759	1297	460	712	959	1376
2,000	322	563	869	1655	498	808	1141	1785
2,500	333	597	952	1984	524	879	1288	2173
3,500	346	641	1068	2565	558	977	1510	2890
5,000	357	678	1176	3288	586	1066	1734	3842
7,500	365	710	1275	4211	610	1147	1960	5165
10,000	370	727	1332	4899	622	1193	2098	6239
25,000	378	760	1448	6939	646	1285	2399	9972
50,000	381	772	1491	8056	655	1318	2520	12455
75,000	382	776	1506	8514	658	1330	2563	13583
100,000	383	778	1513	8762	659	1336	2585	14227
250,000	384	782	1527	9248	662	1347	2626	15555
500,000	384	783	1532	9423	663	1350	2640	16055
1,000,000	384	783	1534	9512	663	1352	2647	16317
2,500,000	384	784	1536	9567	663	1353	2651	16478
10,000,000	384	784	1536	9594	663	1354	2653	16560
100,000,000	384	784	1537	9603	663	1354	2654	16584
300,000,000	384	784	1537	9603	663	1354	2654	16586

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Professional researchers typically set a sample size level of about 500 to optimally estimate a single population parameter (e.g., the proportion of likely voters who will vote for a particular candidate). This will construct a 95% confidence interval with a Margin of Error of about $\pm 4.4\%$ (for large populations).

Since there is an inverse relationship between sample size and the Margin of Error, smaller sample sizes will yield larger Margins of Error. For example, a sample size of only 100 will construct a 95% confidence interval with a Margin of Error of almost $\pm 13\%$, too large a range for estimating the true population proportion with any accuracy.

Note that all of the sample estimates discussed present figures for the largest possible sample size for the desired level of confidence. Should the proportion of the sample with the desired characteristic be substantially different than 50%, then the desired level of accuracy can be established with a smaller sample. However, since you can't know what this percentage is until you actually ask a sample, it is wisest to assume that it will be 50% and use the listed larger sample size.

The number of sub-groups (or "comparison" groups) is another consideration in the determination of a sufficient sample size. Since the parameter must be measured for each sub-group, the size of the sample for each sub-group must be sufficiently large to permit a reasonable (sufficiently narrow) estimation.

Treat each sub-group as a population and then use the table to determine the recommended sample size for each sub-group. Then use a stratified random sampling technique within each sub-group to select the specific individuals to be included.

If you would like to calculate sample sizes for different population sizes, confidence levels, or margins of error, download the Sample Size spreadsheet and change the input values to those desired.

Download the spreadsheet by clicking on the download button:



Note: The spreadsheet was designed for a 17" monitor, so you may have to resize it ("Zoom" it out).

The formula used for these calculations was:

$$n = \frac{X^2 * N * P * (1-P)}{(ME^2 * (N-1)) + (X^2 * P * (1-P))}$$

Where :

n = sample size

X^2 = Chi – square for the specified confidence level at 1 degree of freedom

N = Population Size

P = population proportion (.50 in this table)

ME = desired Margin of Error (expressed as a proportion)

This formula is the one used by Krejcie & Morgan in their 1970 article “Determining Sample Size for Research Activities” (*Educational and Psychological Measurement*, #30, pp. 607-610).

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