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**Impact of Public-Private Partnership on Tourism for Sustainable
Community Development in Ilorin Metropolis**

by

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Abstract

This research work was carried out on Impact of Public-Private partnership on Tourism for Sustainable Community Development in Ilorin Metropolis. Descriptive survey research design was adopted. The population of the study was all the tourist attraction centers in Ilorin metropolis. The study use simple random sampling techniques to select 120 respondents. Data was collected through the use of instruments, entitled, "Questionnaire on Impact of Public-Private Partnership on Tourism for Sustainable Community Development in Ilorin Metropolis". It was fashioned on four Likert rating scale of Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD). Four research questions were formulated to guide the study and analysed through the use of frequency counts, percentage and correlation. The findings revealed that there is no significant relationship between public-private partnership and sustainable community development, and also that inadequate tourist workers, bad roads, high rate of illiteracy, inadequate funding, terrorism and lack of adequate training of the tourism providers are the problems facing tourism in Ilorin metropolis.

Keywords: *Impact, Public- private partnership, Tourism and Sustainable community development*

Introduction

In the recent time, the tourism industry has experienced phenomenal growth to become one of the most dominating socio-economic activities at the beginning of the 21st Century. It is a major creator of jobs across national and regional economies. In employment terms, it was estimated in the year 2000 that travel and tourism generates 192 million jobs around the world, across all industry sectors, which represents 8 per cent of total employment. It is expected that tourism will continue to expand and grow significantly over the next two decades. As the increasing numbers of destinations and investment coming up worldwide in tourism, has turned it into a key driver of socio-economic growth through export revenues, creation of jobs and enterprises, and infrastructure development. (World Travel and Tourism Organisation & International Hotel and Restaurant Association).

Tourism sector investments include hotel, services and entertainment constructions as well as covers transportation projects like improvement and modernization of airports, railroads, seaports, convention centers etc. However, budget constraints of governments and private entrepreneurs generally make big tourism investments impossible to undertake. Therefore, new and advanced financial models are needed to source tourism investments possible through cooperation of governments and private companies. In changing globalized scenario combining all resources is most sought after requirement. The quality of experience felt by a tourist who is offered by tourism sector depends upon the various ways on which the management organization works. It depends upon the delivered volume of expected plus augmented services and the ambience in which they are being offered. At one hand where tourism destinations may directly include theme parks, conservation forests, city centers, shopping centers, community centers, on the other hand it also includes transportation facility, medical facility, infrastructure, institutions indirectly.

Within any tourism economy there are, naturally, two powerful forces: the public sector and the private sector. Collectively, these two forces have the ability to achieve greatness especially in Nigeria that is endowed with rich oil and also richly endowed with abundant tourism resources. It is observed that almost every LGA in Nigeria has at least one tourism resource. A thorough resource inventory would show the huge potential of tourism in Nigeria. Nigeria is a vast and fascinating country with varying geographical regions

and ecological zones. It has diverse and amiable climatic variables rich in biological diversity, cascading water systems, rolling links, pleasant and distinctive sceneries. The Nigeria government has to diversify the economy to incorporate the tourism sector with the launching of Nigeria Tourist Association (NTA) in September, 1962. So, for the sector to contribute to the wealth of the nation and the well-being of Nigerians, the Nigerian Tourist Association (NTA) metamorphosed into Nigeria Tourist Board (NTB) which now changed to Nigeria Tourist Development Corporation (NTDC) by the virtue of degree 81 of 1992 under the supervision of Ministry of Culture and Tourism.

According to Abdul, Tahir and Muhammed (2013), indeed tourism industry is an important business sector of the world. The importance of this sector can be manifested from the fact that it raises revenue, generates employment opportunities, encourages the private sector and develops infrastructure. Yusuff and Akinde (2015) stressed that when tourism business is sustainably managed, it can transform an economy by facilitating the transfer of technology and information, accelerate reforms and empower women and minorities. Nigeria has huge tourism potentials as the country is magnificent in arts, crafts, sport, park, museum, cultural and historical heritage, good tropical weather, lush vegetation, variety of wild life, tribes which are critical in rural and urban tourism development. They opined that Nigeria has unprecedented potentials to become an important tourist destination in the world.

Ilorin is one of the few State capitals popular than the State itself. Ilorin city (mostly referred to as "the home of peace") is the State capital of Kwara; having a total land area of 765 square km (295sq m) and a total population of about 777,667 as at 2006 making it the 6th largest city in Nigeria by population. A city which has grown in population and investments has been blessed with various sites for tourist attractions. Some natural while others man-made. Ilorin was founded by the Yorubas in 1450 when it became a provincial headquarters for the Oyo Empire until when Shehu Alimi took control of it, making it part of the northern protectorate. Islam and Christianity are the two common religion widely practiced in this city. The present day Ilorin has moved a far distance from the 1450's Ilorin. It has shown signs of a growing city with large investment inflow. The city is the home of tourist attractions, a mall, radio houses and a 20,000 capacity stadium which houses the only standard baseball court in West Africa. It is also home to a Federal University known as the University of Ilorin, a State

University known as Kwara State University and a Private University called Al-Hikmah University. Below are tourist attractions that can be found in Ilorin.

National Museum Ilorin

The National Museum Ilorin created in 1988 and located in the Government Reserved Area of Ilorin (GRA) is a center for enjoyment, relaxation, education and entertainment. It has an archaeological, craft shop and ethnographic unit which exhibits Nigerian cultural artworks and art pieces such as Igbo-Ukwu, Owo, Ife, lower Niger Bronze (Tsoede) Esie Soap stones and Benin culture etc. It also has on display Nigerian pottery as an ancient form of art which has ceremonial, decorative, ritual uses etc. It gives out export permit to international visitors who wish to travel out with any piece of art. The museum preserves 1,500 soap stones which were discovered in 1933. The stones have resemblance to children, women, men and animals. The museum also has a hairdo canter where traditional hairstyles can be made at moderate charge, a barbing center built with the Hausa traditional building design, a kitchen for traditional foods, and an art club primarily for kid's education on art.

Sobi Hills

The Sobi hills derive its name from the Sobi community in Ilorin, Kwara and it's situated near Harmony Estate. It is a combination of two major rocks which is about 394 meters above sea level and offers a beautiful view of the surrounding areas. It is sometime regarded as the highest point in Ilorin and serves as a watershed. Its lush vegetation and breathtaking landscape makes it a premium tourist attraction in Ilorin and it is a good point for quiet reflection and meditation.

Okuta IloIrin

The name Ilorin was derived from this Okuta-Ilorin (a stone for sharpening iron). It is the stone which Ojo Isekuse, one of the early founders of Ilorin used in sharpening his iron tools. The stone was previously defiled and worshipped until recently became an important monument for people to see. The stone is located in Asaju's compound in Idi-Ape quarters.

University of Ilorin

University of Ilorin popularly called Unilorin is not a mistake. The university is the biggest in terms of landmass and has a beautiful landscape and terrain but the most important tourist attractions here are the university zoo and dam. The university zoo is located before the school gate and houses wide range of

animals (snakes, lion, horses, Giraffe, funny monkeys), plants, a suspended bridge picnic site and a playground for kids. All of these aimed at bringing a pleasant recreational experience. Tents are present in the garden for a wonderful picnic experience and for those who wish to experience the thrill of climbing a suspended canopy walkway, the university zoo is surely a place to be. Bringing kids along is nothing to worry about as the kid playground is available for kids to have fun. The school water park located in the main campus is a resort center and perfect place for family time. The presence of canoes, canoe riders, local tents and waterfalls has made it the perfect Saturday hangout spots for friends and families including tourist who wishes to experience the euphoria of the Ilorin weather. It is open for all visitors all year round.

Dada Pottery

Ilorin boasts the biggest traditional pottery workshop in Nigeria the largest of which is the DADA pottery workshop located at Dada, Okelele quarters in Ilorin. It is a wonderful tourist site as beautifully moulded cooking pots, flower pots, frying pots and water storage containers are produced and sold on the spot to anyone who wishes to have such magnificent artifacts.

Ilorin Metropolitan Park formerly called Amusement Park

The Ilorin Metro Park is set in a very strategic area of Unity Area, Ilorin. This houses the harmony mall and a recreational park where visitors and locals are entertained and relaxed at the same time.

Residence and Mosque of Alfa Alimi

This is a place to be. Alfa Alimi, an Islamic scholar from Fulani came from the north to Ilorin to preach. He then decided to settle in Ilorin prompting him to build a mosque and a place of residence in 1831. His mosque was the first mosque where Jumaa prayer was observed in Ilorin and both the mosque and residence is located behind the Emir's palace in Ilorin. It is still being used till date to offer routine prayers and special prayers occasionally. Other site of tourist attraction situated in Ilorin include the Kwara Cultural Centre for Arts, Kwara Stadium Complex, only purpose built baseball park, Emir Palace, Hide and Skin Tanning Industry, and traditional weaving centres.

A partnership between the public and private sector with clear agreement on shared objectives for the delivery of public infrastructure and or public services. It is a platform where two forces come together; working synergistically for development of the tourism economy in a way which truly leverages their respective areas of experience and expertise and the value

could be exponential. Fortunately, there is a way to make this happen: it's about the power of Public Private Partnerships (PPPs). Recognizing the importance and innate logic of bringing government and private enterprise together, yet the instinctive challenges of same, a vehicle was created by government to bring together these entities for the achievement of shared objectives. Public Private Partnerships (PPPs) have become a globally utilized term and template for the establishment and execution of projects which call upon cooperation between government and private business. Importantly, partnerships are activated when specific challenges need to be addressed, or opportunities need to be unlocked, which clearly require the support of more than one party. The PPP tightly outlines the fundamentals of an initiative so that both partners are able to deliver against set expectations as mutually understood, mutually agreed, and mutually invested.

In 2000, the World Tourism Organization Business Council (WTOBC) released a study to ascertain the extent to which PPP was perceived as relevant in stimulating tourism competitiveness by the global tourism community. The study, unique in its kind, surveyed the tourism industry in more than 90 countries in order to assess PPP as an effective determinant of tourism competitiveness around the world at a national, provincial/state and local levels. Out of 234 respondents, 81% rated PPP as "very effective" and 98% as either "very effective" or "effective". Since the 1980s, public-private partnerships have gained popularity as instruments for tourism planning, destination management and marketing (Bramwell, 2005). There are numerous reasons for the growth of public-private partnership in the tourist sector. Firstly, is the wave of "new public administration" which drives the public sector towards effectiveness and efficiency (Solli et al., 2005). This pursuit comes along with marketization which requires new forms of governance that encourage the outsourcing of public services through partnership formation (Hall, 2008). Secondly, there is a redefinition of state role in most economies. This new paradigm requires the state to be an initiator and convener within a network where every actor has a role to play. This redefinition of state role within the "new public administration" paradigm encourages the participation of the tourism industry in policy making (WTO,2000) through different kinds of collaborative arrangements. Thirdly, there is constant pressure on states to deregulate most monopolistic services, reduce public borrowing and drastically cut public funding on services that are more market efficient. This constant demand from both citizens and development partners has resulted in the privatization of functions and services previously provided by the government (Hall, 2008), as well as driving the public sector to look for partnerships with the private sector in

order to implement policies and projects (Hall, 2009).

Statement of the Problem

Tourism is characterized as being a sector that stands out as one of the business activities with the greatest potential for worldwide expansion, and as an engine for economic growth. It is as a center of attraction and income generating service had fall short in these respects due to negligence and ignorance on the part of government on tourism for sustainable community development. For this reason, the private sectors see the need to intervene in tourism service by contributing both financially and materially to tourism which serves as the origin of public-private partnership in tourism. If at the national level, the appeal of tourism is significant, on the local level this sector presents itself as an essential tool in community development, as a means to avoid community desertification and stagnation, stimulating the potential of more undeveloped regions. In such a competitive sector as tourism, companies should develop synergies and achieve competitive advantage by extending its horizon to private sectors so as to ensure efficient and effective management of tourist centers. The constant increase in the need for public services and tourism in Nigeria and several other countries has given rise to more collaboration between the public and private sector and this has led to a substantial increase in Public Private Relationship. Public-private partnerships exist in two periods of the life cycle of a resort at its beginning when necessary integrated development plans of the entire region and is directly involved as the local authority must ensure sustainable development for the steady growth of the community, while the private sector is interested in increasing revenues. The second time when it is appropriate to form this type of collaboration is the stagnation of the life cycle, in order to create a new period of growth since market competition is fierce and tourism have continuously improved service quality and the diversity them to create a resort with a constant flow without large seasonal fluctuations. The problem addressed by this study was to assess the impact of public-private partnership on tourism for sustainable community development in Ilorin metropolis.

Purpose of the Study

The purpose of the study is to examine the impact of public-private partnership on tourism for sustainable community development in Ilorin metropolis. The study also seeks:

1. To assess the level of private involvement in tourism for sustainable community development in Ilorin metropolis.
2. To assess the level of government participation in tourism for sustainable community development in Ilorin metropolis.
3. To identify the challenges facing tourism in Ilorin metropolis.

Research Questions

This study attempted to answer the following research questions:

1. What is the level of private involvement in tourism for sustainable community development in Ilorin metropolis?
2. What is the level of government participation in tourism for sustainable community development in Ilorin metropolis?
3. What are the challenges facing tourism in Ilorin metropolis?

Hypothesis

HO: There is no significant impact of public-private partnership on tourism for sustainable community development in Ilorin metropolis.

Significance of the Study

The results of this study educate the general public on the role of public private partnership and how it been used as the instrument of development in tourism for sustainable community development in Nigeria. The findings sensitized the stakeholders in tourism on the need for effective collaboration with the private sector to ensure speedy financing and managing tourism in Nigeria noting that the private partnership has facilitated development in tourism in other advanced countries of the world. This research was also serve as a resource base to other scholars and researchers interested in carrying out further research in this field subsequently, if applied was go to an extent to provide new explanation to the topic.

To the community, the findings was also enable them to identify the importance of tourist centers as a means of generating income thereby necessitate the utmost management of the tourist centers within their locality for sustainable community development.

Population, Sample and sampling procedure

The population of the study comprises of estimated three hundred (300) tourism providers within the four (4) Local Government Areas such as Ilorin West, Ilorin East, Ilorin South and Asa Local Government. The target populations are the tourism providers with the knowledge of tourism. This study adopted simple random sampling techniques to select one hundred (100) tourism providers. This sample of one hundred 100 respondents were 33.33% of the estimated target population. Based on the numbers of tourist attraction centers in the local government areas one (1) tourist centers was randomly selected in Ilorin West, one tourist centers was selected in Ilorin East, two tourist centers in Ilorin South and one tourist centers was also

selected in Asa Local Government Area. Twenty (20) tourist providers were randomly selected from each of the tourist centers to be visited making a total of 100 tourist providers.

Instrumentation

The instrument used for this study is a 15 items developed and validated questionnaire on the features and parameters that are relevant to the study the instrument used to seek response from the tourist providers, section A was used to gather information, while section B reflected the constituent of the Likert scale of which tourist provider were expected to respond to statement raised. On the scale the rating was arranged in four (4) columns. The Likert scale does not provide the basis for neutral response. The Likert scale indicated the following; Strongly Agree SA – 4, Agree A- 3, Disagree D- 2 and Strongly Disagree SD -1.

Validity of instrument

The researcher distributes the well-structured questionnaires personally by visiting the selected tourist centers in Ilorin. The test item was administered to the tourism providers; a briefing regarding the essence was made by the researcher with a promise of strict confidentiality pertaining the information obtained. Data that collected was qualitative from a sample size of one hundred (100) respondents, and from a target population of estimated three hundred (300) tourist providers in Ilorin metropolis. Section A of the questionnaire which deals the background information was analyzed using frequency counts and percentages. The statistical method used for analyzing Data in Section B for testing the stated hypothesis was T-test and Analysis of Variance ANOVA. T-test is a statistical method for comparing means of two independent variables. ANOVA is an inferential statistical technique for comparing two or more group means. Data obtained from this study was subjected to descriptive statistics of percentage distribution and the inferential statistics of T-test to determine the impact of public-private partnership on tourism.

Data Analysis

Research Question One: What is the level of private involvement in tourism for sustainable community development in Ilorin metropolis?

Table 5: Level of Private Involvement in Tourism for Sustainable Community Development in Ilorin Metropolis

Level	Frequency	Percent(%)
Low	27	22.5
Moderate	73	52.5
High	30	25
Total	120	100

Results from table 5 shows that there is moderate private partnership involvement in tourism since 52.5% of the respondents are of the opinion that there is moderate involvement of private partnership in tourism for sustainable development in Ilorin metropolis.

Research Question Two: What is the level of public participation in tourism for sustainable community development in Ilorin metropolis?

Table 6: Level of Public Participation in Tourism for Sustainable Community Development in Ilorin Metropolis

Level	Frequency	Percent(%)
Low	7	5.8
Moderate	37	30.8
High	79	63.3
Total	120	100

Table 6 showed that there is high (63.3%) level of public participation in tourism for sustainable community development in Ilorin metropolis. Most of the respondents are of the opinion that public participation in tourism for sustainable community development is very high. This indicates that government is highly involved in tourism in Ilorin metropolis.

Research Question Three: To what extent does public-private partnership impact sustainable community development?

Table 7: Correlation between Public-Private Involvement and Sustainable Community Development in Ilorin Metropolis

N	Sig.	r
100	.40	.08

The result from table 3 showed calculated r-value of .08 and p-value of .40 in which the p-value is greater than .05 level of significance (.40 > .05), the null hypothesis is accepted. There is therefore no significant relationship between public-private partnership and sustainable community development.

Research Question Four: What are the problems facing tourism in Ilorin metropolis?

Table 8: Frequency of Problems Tourism face in Ilorin Metropolis

Items	SA F(%)	A F(%)	D F(%)	SD F(%)
Inadequate tourist workers tends to inhibit the success of the center's establishment goals	73(60.8)	39(32.5)	4(3.3)	4(3.3)
Bad road makes the accessibility of the tourist centers stressful to the tourist	44(36.7)	65(54.2)	8(6.7)	3(2.5)
High rate of illiteracy within the community is a bottleneck to the successful running of tourist centers in Ilorin	43(35.8)	67(55.8)	8(6.7)	2(1.7)
Inadequate funding of tourism makes tourist centers not fascinating to the tourist	52(43.3)	63(52.5)	3(2.5)	2(1.7)
Terrorism and security challenges make tourism dreadful to the foreign visitors	63(52.5)	51(42.5)	4(3.3)	2(1.7)
Lack of adequate training of the tourism providers results to improper management of the tourism sector	58(48.3)	55(45.8)	5(4.2)	2(1.7)

Table 8 showed that 73(60.8%) out of 120 (100%) respondents strongly agreed that Inadequate tourist workers tends to inhibit the success of the center's establishment goals, while 39(32.5%) agreed on the item, 4(3.3%) out of respondents equally disagreed and strongly disagree. Item 2 of the questionnaire constructed for this topic had majority of respondents agreeing that bad road makes the accessibility of the tourist centers stressful to the tourist, 44(36.7%) respondents strongly agreed to this, 8(6.7%) disagreed and 3(2.5%) of the respondents strongly disagreed. 43(35.8%) of the respondents agreed to the statement that high rate of illiteracy within the community is a bottleneck to the successful running of tourist centers in Ilorin, while 67(55.8%) agreed. 8(6.7%) and 2(1.7%) of the respondents had an opinion to disagree and strongly disagreed respectively to this item.

Majority of the respondents (52.5%) agreed that Inadequate funding of tourism makes tourist centers not fascinating to the tourist, while 43.3% strongly agreed, 3(2.5%) disagree and 2(1.7%) strongly disagreed to this. 63(52.5%) strongly agreed that terrorism and security challenges make tourism dreadful to the foreign visitors, while 51(42.5%) agreed, 4(3.3%) disagreed and 2(1.7%) strongly disagreed to this item. Majority of the respondents 58(48.3%) strongly agreed that lack of adequate training of the tourism providers results to improper management of the tourism sector, while 55(45.8%) agreed, 5(4.2%) disagreed and 2 (1.7%) strongly disagreed.

Discussion of the Findings

This study assesses the level of private involvement in tourism for sustainable community development in Ilorin metropolis. It is clear from the findings that there is moderate private involvement in tourism since 52.5% of the respondents are of the opinion that there is moderate involvement of private partnership in tourism for sustainable development in Ilorin metropolis, Hall (2008), believed that constant demand from both citizens and development partners has resulted in the privatization of functions and services previously provided by the government. Felix (2020) confirmed that private sector has played a key role in developing the potentials of tourism sector in the state. The study also assesses the level of public participation in tourism for sustainable community development in Ilorin metropolis. From the findings it was revealed that there is high (63.3%) level of public participation in tourism for sustainable community development in Ilorin metropolis. Most of the respondents are of the opinion that public participation in tourism for sustainable community development is very high. This indicates that government is highly involved in tourism in Ilorin metropolis. The findings also reveal that there is therefore no significant relationship between public-private partnership and sustainable community development since the calculated r-value of .08 and p-value of .40 in which the p-value is greater than .05 level of significance (.40>.05), the null hypothesis is accepted. It was equally seen that inadequate tourist workers, bad road, high rate of illiteracy, inadequate funding, terrorism and lack of adequate training of the tourism providers are the problems facing tourism in Ilorin metropolis,

this is because 60.8% of the respondents strongly agreed that inadequate tourism workers inhibit tourism success in Ilorin metropolis, 54.2% of the respondent agreed that bad road inhibits tourism success in Ilorin metropolis, 55.8% of the respondent agreed that high rate of illiteracy inhibits tourism success in Ilorin metropolis, 52.5% of the respondents agreed and strongly agreed (respectively) that terrorism and inadequate funding impede the success of tourism in Ilorin metropolis, 48.3% and 45.8% of the respondents strongly agreed and agreed (respectively) that lack of adequate training of the tourism providers is part of the problems facing tourism in Ilorin metropolis.

Conclusion

This study examined the **impact of public-private partnership on tourism for sustainable community development in Ilorin metropolis**. Related literature review made considering scholars' explanations of the subject matter. Relevant data for the study generated through research instruments constructed by the researcher. Three research hypotheses formulated and tested for the study. The research hypotheses formulated in the study were tested using frequency count and percentage. Therefore, based on the findings from this study, it was concluded that;

1. Private individuals and organizations are moderately involved in tourism for sustainable community development in Ilorin metropolis,
2. Government/public highly participate in tourism for sustainable community development in Ilorin metropolis,
3. Therefore no significant relationship between public-private partnership and sustainable community development,
4. Inadequate tourist workers, bad road, high rate of illiteracy, inadequate funding, terrorism and lack of adequate training of the tourism providers are the problems facing tourism in Ilorin metropolis.

Recommendations

- In regards to the finding, this study recommends the following:
1. More tourist providers should be employed to the tourism centers.
 2. Roads leading to each tourism attraction centers should be reconstructed so as to foster easy access to the centers.

3. The needs to be educated should be emphasized in the community, as this will make the community members to know the purpose of tourist attraction centers in their area.
4. Tourism sectors should be included in the budget allocation of the nation.
5. Government should look for ways of curbing terrorism and insecurity issue in the nation.
6. Qualified personnel should be recruited to enhance effective tourism service.
7. Individuals and private organisations should be encouraged to improve their participation in tourism.

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