

Assessment of Residents' Knowledge, Participation and Expectation of Tourism Projects Development at Owu Falls in Owa Kajola, Kwara State

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Abstract

The state of affairs with regard to the Nigerian Tourism is far from expectation, in terms of dividends being delivered, especially to the host communities. This study centres on local community's knowledge and participation in tourism. As a step towards improving tourism benefits in Nigerian, especially for people in the rural community, this quantitative study investigates the knowledge, participation, and expectation of residents of Owa Kajola, Isin Local Government, Kwara State on tourism. A structured questionnaire was used to collect data from 145 respondents selected through purposive sampling technique. Finding shows that 98.6% of the respondents had a higher knowledge of tourism and their knowledge influences their participation in tourism in the study area. Residents' total participation in tourism activities stood at 90.9%. Also, residents' expectation of tourism project development is very impressive as the average mean of all the variables examined were above 4.5 out of 5. A major recommendation by the residents for improved tourism projects in the study area is that, government should provide social amenities that will, in turn, encourage the growth of activities at Owa Kajola where Owu Falls is located. Having uncovered that residents in the study participate in tourism activities, tourism stakeholders should hasten up to improve tourism projects development, destination marketing and promotion of Owa Kajola to enable the residents attract more benefits from their participation in tourism.

Keywords: Tourism development, host community, community participation, residents' knowledge, Owu Falls.

Introduction

Tourism is the world's largest industry (Hall, 2008). This is in view of the high demand for travel, employment statistics in the industry and the amount of money it brings into a destination (World Travel and Tourism Council, 2016). According to the International Trade Centre (2015), tourism delivered nearly 10% of the world's GDP and 1 in every 11 jobs in 2017. International tourists' arrival grew by 6% in the first quarter of 2018 (United Nations World Tourism Organisation, 2018). This reflects a continuation of the strong trend seen in 2017 at (+7%) thus exceeding the

United Nations World Tourism Organisation's (UNWTO) forecast of 4% to 5% for 2018. Even though the global economic recession that occurred from 2008 to 2009 affected all economic related activities, international tourism recovered quickly and international tourist arrivals increased by 6.6% in 2010. Ever since the crisis was overcome, the tourism industry has continued to grow from strength to strength. The above illustration expresses how tourism has turned into a key driver for socio-economic progress. Looking to the future, the projection by UNWTO [5] is that by 2020 international arrivals would reach nearly 1.6 billion. Of this, 1.2 billion will be interregional and 378 million will be long stay travelers. Interestingly, domestic tourism represents 83% of tourists' arrivals, as put forward by UNWTO (2012), and thus an encouragement for tourism

stakeholders to develop the Domestic Tourism sector. The aforesaid is a synopsis on the efficiency of the tourism industry and its capability to improve the economies of under-developed, developing and developed countries, as acknowledged by Chok *et al.* (2007).

Back home, the Nigerian tourism industry is yet to assume its full potential hence it is not doing enough as a tool for sustainable revenue generation, amongst other benefits. A lot is expected from the Nigeria Tourism Board, which was established in 1962 (Ashikodi, 2010). In view of the role tourism is playing in global economic development, the Nigeria government also placed expectations on the ability of the tourism industry to deliver same at the national level. Up till now, the Nigerian Tourism is still performing below expectation. According to Yusuff and Akinde (2015), tourism contributed 3.20 per cent to national Gross Domestic Product (GDP) and 2.70 per cent of total employment in 2013. Also, the World Travel and Tourism Council, (WTTC, 2017) projected that tourism contributions to the Nigeria economy would go up by 3.6 per cent in 2017 and create 926, 000 jobs by 2027. Of course, the abundance of tourist attractions -which are more than 7000 and spread across Nigeria (Yusuff & Akinde, 2015) should make this projection materialise with well articulated planning and implementation. That is, plans for tourism development should move from paper to actual implementation.

When one considers the many ways that tourism activities at the destination affect the lives of people in the host community - economically, socially and environmentally - then, involving the host communities in tourism must be adequately comprehended and encouraged. Also, people living around communities where tourism activities happen should be involved in planning, policy formation and participation (Hall, 2008). The host community must support tourism so as to guarantee acceptable outcomes. According to Dixit (2014), when people in the host community fail to support tourism, it will be difficult to develop tourism, talk less of having a sustainable tourism practice in such a community. Supporting this view, Jamal and Stronza (2009) stated that the people in the host community must be involved in tourism development. Authors further posit that the local communities can support tourism expansion when they create meaningful environmental stewardship that builds on indigenous, local and scientific knowledge, economic development, social empowerment, the protection of cultural heritage and the creation of interpretive and nature-based experiences for tourist.

Of course, the relationship between the host community and visitors cannot be ignored in tourism. Positive host-guest relationships could encourage a constructive perception of tourist attractions. Likewise, negative host-guest relations often increase resentment towards tourism. The

assertion of the illustration by UNWTO (2012) is that there are two categories of people within the context of tourism. These are (i) those travelling to destinations and (ii) those receiving them. In the case of a community situated attraction like the Owu Falls, it is only natural that residents in the host community would be part of tourism activities in one way or another. Host community refers to a group of people living in one particular place with common goals (Sherlock, 2001; Williams & Lawson, 2001 and Wall & Mathieson, 2006). The host community is relevant to tourism development and how much they get involved in the development of tourism would influence (positively or negatively) the end result.

Following three consecutive visits to Owu Falls, the researchers observed a total absence of visitors at the site on these occasions which coincided with three festival celebrations. This is contrary to what a tourist attraction should experience thus raising many questions as to what is responsible. Likewise, the immediate community to Owu Falls - Owa Kajola - was quiet and shows no sign of visitors' presence as expected of a host community that is housing an historical tourist attraction such as Owu Falls. Moreso, it is expected that with the attributes Owu falls possess, the turn-out of visitors, especially during festive period when local and international visitors are usually on holiday should be encouraging. Pondering over the absence of visitors at the site, this study wishes to examine whether the poor

rate of visitors to Owu Falls may be connected to residents' neglect/unwillingness to participate in the development of tourism activities. In view of the role of residents and the significance of their participation in the development of rural tourism, the thought whether the residents of the host community do participate and would support tourism came to mind.

The lack of visitors' presence and activities at the study area could be an indicator that tourism is most likely in its developmental stage and perhaps the residents are not fully in support of the development of tourism. Especially from the view of Clairbone (2010) that local people may resist a proposed plan of tourism development at an early stage. Another issue surrounding the statement of the problem is the dearth of academic study on Owu Falls. This has further makes it difficult to attribute the abovementioned issue on the absence of visitors at the site to any. In view of vital roles that local residents are playing in the development of tourism in their community therefore, there is a need to investigate the knowledge, participation and expectations of residents from tourism development projects at the study area. This will, at the least set the motion for more studies, serves as secondary source of data amongst other importance.

In light of the above, this study conducted an assessment of residents' knowledge, participation and expectation of tourism projects development at Owu Falls, Owa Kajola, Kwara State so as to determine

if the residents level of knowledge and participation in tourism activities can be linked to the absence of tourism activities at the destination. Specifically, the objectives of this study are to: (i) examine residents knowledge of tourism (ii) investigate residents' participation in tourism in the study area and, (iii) investigate residents' expectation of tourism projects development.

Owu Falls, Owa Kajola

Owu Falls is one of the highest and most fascinating natural waterfalls in West Africa. Water descends from about 120metres above sea level to the base where it cascades to an ice cold pool. Owu Falls is surrounded by beautiful natural ambience and hills and characterised with fall of cold water, beautiful rocky part, evergreen surrounding particularly during the rainy season (see plate 1) and it is also surrounded by a stretch of mountains. Owu Falls stands as one of the symbols of nature and it is suitable for international recognition. Although, the existence Owu Falls is untraceable, it was brought to limelight by Reverend Plafare Dui over 40 years ago, during missionary activities for the Sudan Interior Mission, now known as Evangelical Church of West Africa (ECWA) (Ojo-Lanre, 2017). There are many ancient and ancestral stories surrounding Owu Falls, as different stories were told by members of the host community. One of the stories reported that the founding fathers of Owu, (Owa-Kajola) and (Owa Onire) were siblings from the

Owa family. They resided on the hills above the falls without knowing the existence of the falls below; till the settlers decided to change their location and then they discovered the Owu waterfalls. It is also believed that the Owu Falls respond to human voices. The above tales about Owu

Falls cannot be substantiated; it however tallies with what most of the residents told the researcher during friendly interactions prior to and during questionnaire administration. A visitor register book is available for those who visit Owu Falls and Owa Kajola community.

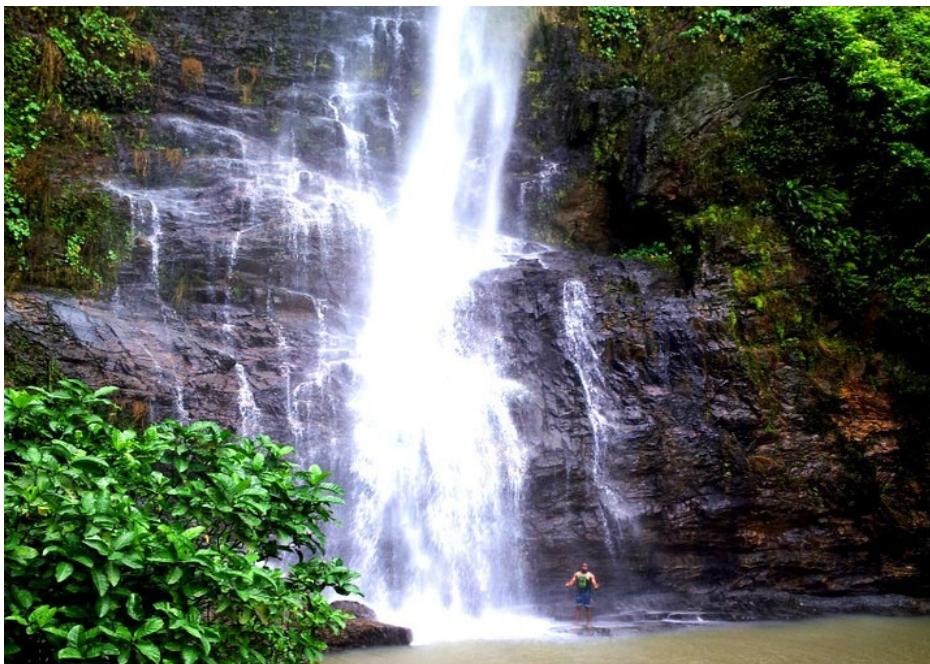


Plate 1: Front view of Owu Falls during the rainy season

The Role of the Host Community in Tourism Development

Host communities can take part in identifying and promoting tourist resources and attractions that form the basis of community tourism development. According to Niezgoda and Czernek (2008); Matarrita-Cascante et. al. (2010), to meet sustainable tourism development, local communities need to take part in the decision-making process. This includes identifying and promoting tourist

resources and attractions amongst other roles. To make a long-lasting outcome and contribute sustainably to the development of tourism, communities need to be active participants, not just observers of tourism related activities such local celebrations and special events and festivities. By participating via getting involvement in tourism planning decision-making, the host community would benefit immensely from tourism. The aforesaid was assented to

by Sanoff (2000) that the main purpose of community participation is to involve people in the blueprint and the decision-making processes. It is further argued that community participation in decision-making increases people's trust and confidence in the tourism

industry. It also provides the local community with a voice during planning and decision-making to improve policy, service delivery, and finally, promotes a sense of community by bringing together people who share common goals.

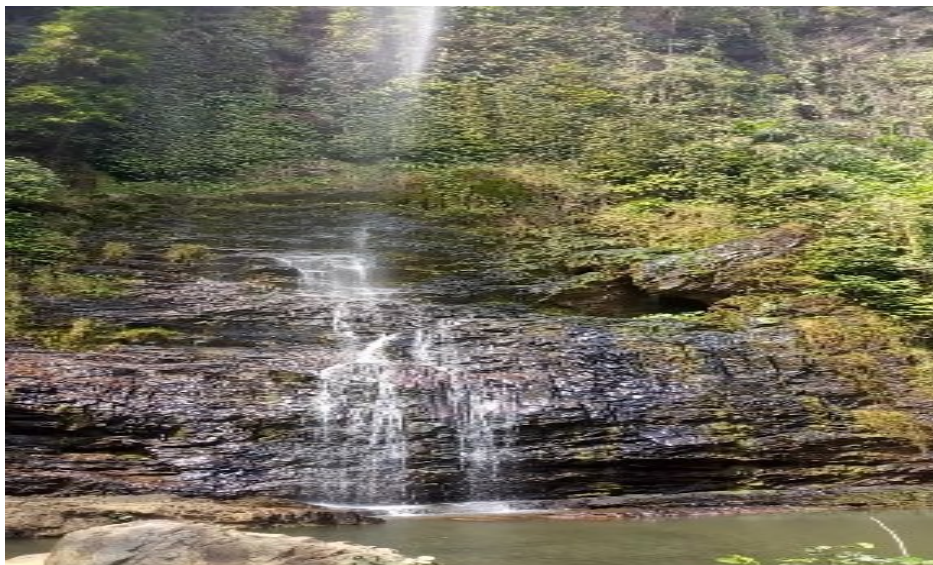


Plate 2: Front view of Owu Falls during the dry season

Although, it is likely that people in a community may have diverse opinions about the impacts of tourism and their willingness to participate in the development of tourism may also differ. Mason and Cheyne (2000) and Lepp (2008) supported this motion, authors postulated that people in a community are not necessarily identical or like-minded people, but could instead be a group of individuals with hesitant or mixed feelings in relation to the perceived impacts they have of tourism. Given this diversity in how people in the

same community perceive tourism, an assumption can be made that the roles and involvement of people in tourism would differ. This is a justification for an empirical study that evaluates community participation from an individual community point of view.

Community knowledge and participation in tourism

Residents' (people of the host community) knowledge and perception of tourism is highly required to understand the significance

and value of local participation (Pearce *et. al.* 1996). Adequate knowledge of tourism would assist the community to understand would-be benefits and costs of tourism and subsequently influencing their involvement in tourism activities. Residents' knowledge of tourism is a significant factor affecting community behaviour toward tourism (Bagri & Kala, 2016). And if the people of a host community feel that tourism would affect their way of life negatively, they will develop negative attitudes (Mason & Cheyne, 2000). Furthermore, Mason and Cheyne (2000) states that the most intense of negative perceptions the host community feels about tourism, to some extent, appear from the following conditions: (i) the physical presence of tourists, (ii) the demonstration effect, that is, members of the host community adopting the lifestyle imported by visitors, and (iii) foreign ownership and employment. Accordingly and Mathieson (2006) explains that the demonstration effect as residents' dislike for a clear material superiority of visitors and may try to copy their behaviours and spending patterns." That is, when residents interact with visitors, they may want to adopt the visitors' lifestyles and work for things they lack in their community; this may lead to dependency, reinforcing existing social discrepancies and weak structures.

Communities can take part in tourism development and the decision-making process (Tosun, 2000; Li, 2004; Hall, 2008). Especially given that one of the key underlying principles of pro-

poor tourism is that local communities must take part in tourism decisions so that their livelihood priorities can reflect in the way tourism is developed (Chok *et. al.* 2007). However, community participation in tourism can be achieved through the engagement of local communities as members in the tourism-related decision-making bodies/committees (Tosun, 2000). While encouraging community participation, a host community's lifestyles and values must be respected to ensure the practice of a responsible tourism hence the local people must be involved in tourism decision making (Muganda *et. al.* 2013). This differs from Li (2004) and Zhao and Ritchie (2007) observation that in developing countries the community is rarely involved in tourism decision making.

Community participation in decision-making is not only desirable but also necessary to maximise how the impact of tourism would fair on them. The three major dimensions which tourism impacts can be felt are economical, environmental and socio-cultural (Hall, 2008). Discussions on the impacts of tourism focus on the effect and changes that tourism brings to the economic, environmental and socio-cultural fabrics of the community and the people living there. These impacts could be positive or negative, hence a pointer for an inclusive and proper stakeholders' involvement and consultation when planning. Economic benefits being the major reason for countries promoting themselves as tourists' destinations (Vaugeois, 2012;

Robinson *et. al* 2014), economic benefits also depict the much-talked-about developments in the tourism industry (Cooper *et. al.* 2005). To create better handling of the negative impacts of tourism development, the host community must take part in the decision-making (Li, 2005; Zhao & Ritchie, 2007) so that residents' interests can be included in policy planning and infrastructure provisions amongst other things.

With regard to community participation and direct interaction in tourism activities, this happens in virtually all tourism niches. However, community participation is more visible in cultural tourism and event celebration where the local people are considered as the tourism products/services. Tourism offers goods and services to visitors (Gautam, 2006) and, being able to offer products and services needed by visitors also leads to employment creation, revenue generation and, ultimately, to improvement on residents' quality of life for those in the host community. On the contrary, the refusal of the host community to actively participate in tourism will make it almost impossible for tourism to thrive. Although, limited enthusiasm from the part of the host community results in little benefits that trickle down to the people in the community (Manyara & Jones, 2007).

Research Methodology

This quantitative study employed a self-administered household survey to collect data from 145 residents of Owa Kajola. The targeted population

comprises all residents who are eighteen years and above from the entire from ninety seven households. This is to eradicate any possibility of collecting vague responses from the underaged, especially as most under-eighteen residents are likely to be students and are not legally expected to work or earn money from employment.

The instrument for data collection is a structured questionnaire designed on a five-point Likert scale and divided into four sections. The first section examined the demographic characteristics of the respondents, the second section examined resident's knowledge on tourism, the third section examined resident's participation in tourism and the fourth section examined their expectation from tourism in their community. Questionnaire administration was carried out in the community of Owa Kajola, Ifelodun local government Kwara state by the researcher with the help of two field officers.

Before the administration of the questionnaire, a pilot study was conducted to determine the reliability of the research instrument. Twenty-five questionnaires were administered to individuals who were not part of the 145 respondents for the study proper. The purposive sampling method was used to select these twenty-five respondents from twenty-five households in Owa Kajola. After collecting data for the pilot study, analyses were done using the Guttman split-half coefficient and a coefficient of 0.746 was obtained. The completion of

the pilot study signifies the commencement of the actual data collection exercise.

This study adopted the use of household survey since the actual population of individual, particularly those above the age of eighteen is not available. The household population shows there are ninety-seven houses (excluding place of worships). All the households were purposefully targeted with the intention of reaching at least one bona fide (above eighteen years) person per household. In the end, questionnaires were administered to 201 residents. Of the 201 questionnaires, 150 questionnaires were returned within the five days earmarked for data collection. Of the returned questionnaire, only 145 were valid.

The data collected from one hundred and forty-five respondents (145) were analysed with descriptive statistic (percentage), and mean and rank order was used to present the demographic characteristics of respondents and to answer some of the research questions. Frequencies and the percentage were used to analyse research question 1 and 2 while mean (\bar{x}), standard deviation, and rank order was used to analyse research question 3. The means of responses were interpreted in line with the points on the 5-point scale. For decision making, 3.00 were used as the cut-off point. Thus items with mean responses of 3.00 and over were accepted as an influencing factor. While any item less than 3.00 mean value was considered as a less influencing factor. Inferential

statistics (multiple regression analysis and related/paired t-test) were employed to test the six null hypotheses which were formulated for this study; at 0.05 alpha level significance hypotheses 1,2,3,4 were accepted while hypotheses 5 and 6 were rejected.

Findings

The results from demographic characteristics of the respondents shows that 67 (46.2%) were male, while 78 (53.8%) were female. Among the respondents, 21 (14.5%) were single, 97 (66.9%) were married, 4 (2.8%) were widowed, while 23 (15.9%) specified another marital status not indicated in this study. On religion, 85 (58.6%) which forms the majority were Christians, followed by 54 (37.2%) Muslims, 5 (3.4%) were African Traditional Religion adherents, while 1 (0.7%) were from other religious sects. Education shows that 58 (40.0%) of the respondents were primary school certificate holders, 43 (29.7%) possessed secondary school certificates, 12 (8.3%) had tertiary education, while 32 (22.1%) did not have formal education thus. The employment status indicated that 90 (62.1%) which is the majority, were self-employed, 37 (25.5%) were unemployed, 17 (11.7%) were employed, while 1 (0.7%) indicated another employment status. As regards respondents' level of income, 12 (8.3%) each were earning ₦5000 and between ₦ 5001-10,000 respectively, 22 (15.2%) were earning between 10,001-15,000, 21 (14.5%) were earning between 15,001-

20,000, 35 (24.1%) were earning between 20,001-25,000, while 43 (29.7%), which forms the majority, were earning 25,001 and above on monthly basis.

Table 1: Mean ranking on residents' knowledge of Tourism

N		Mean	SD	Rank
7	Tourism leads to improvement of some basic amenities (schools, roads, hospitals) in the host community	4.70	.475	1 st
8	Visitors attendance to Owu waterfalls would improve the popularity and image of our community to the outside world	4.66	.519	2 nd
4	Visitors activities such as purchasing of goods and services would create jobs for residents in this community	4.65	.520	3 rd
5	Tourists activities improve the quality of lives of residents	4.64	.510	4 th
3	Tourism increases economic activities in the host community	4.62	.515	5 th
2	Owu waterfalls has features that could attract visitors to our community	4.57	.525	6 th
6	Residents attitude towards visitors could have a significant effect on community's benefit when visitors come to Owu waterfalls	4.56	.645	7 th
1	Tourism is an activity comprising visitors, movement to and <i>from</i> a destination, purchase of goods and services and many more.	4.48	.528	8 th
10	Visitors' presence to could affect our customs and values.	3.71	1.273	9 th
9	Activities of visitors could also lead to increase crime in our community	3.54	1.273	10 th

Source: Field work, (2018).

Table 1 shows that all the items are indicative of high knowledge of tourism as they are above the average (benchmark) mean value of 3.50 for determining the level of residents' knowledge in Owu-Waterfall. However, items 7 (with mean and standard deviation values of 4.70 and .475), 8 (with mean and standard deviation values of 4.66 and .519) and 4 (with mean and standard deviation values of 4.65 and .520) preceded others and were ranked 1st, 2nd and 3rd respectively. On the whole, the

residents of Owu-Waterfalls have high | knowledge of tourism.

Table 2: Mean ranking of residents' participation in tourism

N		Mean	SD	Rank
7	If the government and other stakeholders decide to develop infrastructure around Owu waterfalls, will you support them?	4.87	.413	1 st
2	Have you visited Owu Waterfalls?	4.46	1.086	2 nd
3	Will you interact with visitors when they come to Owu Waterfalls?	4.30	1.023	3 rd
5	Do visitors approach you for any assistance when they come to Owu Waterfalls?	4.18	1.153	4 th
6	Have you sold a product(s) to visitors that came to Owu Waterfalls before?	3.92	1.371	5 th
4	Do you have a product(s) or services to sell to visitors when they come to Owu Waterfalls?	3.91	1.363	6 th
1	Have you invited anyone (non-residents friends and relatives) to Owu Waterfalls?	3.86	1.470	7 th

Source: Field work, (2018).

Table 2 presents the mean ranking on respondents' participation in tourism in Owu Waterfall. The table shows that all the items are indicative of a high level of residents' participation in tourism at Owu Waterfall. This is because the items have mean scores that are above the average (benchmark) mean value of 3.50 for determining the level of residents' participation in tourism at Owu Waterfalls. However, items 7 (with mean and standard

deviation values of 4.87 and .413), 2 (with mean and standard deviation values of 4.46 and 1.086) and 3 (with mean and standard deviation values of 4.30 and 1.023) preceded others and were ranked 1st, 2nd and 3rd respectively. These indicate that the residents of Owu Waterfalls have a high level of participation in numerous areas of tourism as indicated in the description column in Table 2.

Table 3: Mean, Standard Deviation and Rank order of respondents' expectations from development of tourism

Item	Residents' expectations of tourism development	Mean	SD	Rank
1	To create job/employment opportunities	4.69	0.479	1 st
2	To protect our community's natural resources	4.68	0.539	2 nd
3	To promote peaceful coexistence among residents	4.68	0.512	3 rd
4	To improve the quality of life (general wellbeing)	4.67	0.485	4 th

	of local residents			
5	To promote destination/community image	4.66	0.489	5 th
6	To improve infrastructure (water, electricity supply, schools, play ground)	4.65	0.493	6 th
7	To protect our customs and values	4.65	0.548	6 th
8	To improve security	4.64	0.496	8 th
9	To promote peace in the community	4.63	0.497	9 th

Source: Field work, (2018).

Table 3 shows that respondents strongly agreed to all the expectations from tourism, as all the items have mean scores that are greater than average (benchmark) mean value of 3.00 set for determining the highest expectations of the respondents. Since all the items which indicated the expectations of the respondents are reported as the findings of the study, the first five highly ranked items will thus be considered. In view of this, items 1 (with mean value of 4.69 and standard deviation SD 0.479), 2 (with mean value 4.68 and SD 0.539), 3 (with mean value 4.68 and SD 0.512), 4 (with mean value 4.67 and SD 0.485), and 5 (with mean value 4.66 and SD 0.489) which took precedence over others are ranked 1st, 2nd, 4th and 5rd. The items indicated that residents of Owa Kajola, Kwara State expected that Owu waterfalls development should create job/employment

opportunities, protect their community's natural resources, promote peaceful coexistence among them, improve their quality of life (general well-being) as residents, as well as promoting the community image. Their expectations align with the three main dimensions that tourism could have an impact on the host community as stated by Hall (2008). Again, residents' expectation of tourism in the study area is reasonable and aligns with what Pearce *et. al.* (1996) discovered in their study. The authors found that smaller destinations are likely to expect that tourism impact will be clearly noticeable on them.

Hypotheses Testing

H₀₁: Gender has no significant influence on the resident's knowledge and participation in tourism at Owu Falls, Owa Kajola, Kwara State.

Table 4a: Results of Multiple Regression Analysis Showing the Influence of Gender on Residents' Knowledge and Participation in Tourism at Owu Falls

Model	R	R-Square	Adjusted R Square	Std. Error of the Estimated
1	0.140	0.020	0.006	0.499

Source: Field work, (2018).

To decide whether the respondents' demographic characteristic(s) may have significantly influenced their knowledge, participation and expectation of tourism development projects, six null hypotheses were formulated.

Demographic characteristics are key factors that shape residents attitudes and opinions towards the development of tourism (Bagri & Kala, 2016). Therefore, hypotheses formulated in this study were intended to examine whether recommendations for improved development of tourism in the study area will be demographic characteristics based. The inferential statistics of Multiple Regression

Analysis (MRA)/Related or Paired Sample t-test was used to test the hypotheses at 0.05 level of significance. Regression Analysis is a statistical tool that is useful for testing the relationship between two or more variables inasmuch that one of the variables is independent and the other is a dependent (Weaver & Lawton, 2006). In this case, all the demographic characteristics (independent variables) examined are independent and categorical. Whereas the residents' knowledge, participation and expectation of tourism (dependent variable) are ordinal, thus a major prerequisite for deploying MRA as Weaver and Lawton (2006) stated.

Table 4b: ANOVA Showing Statistical Significant of Gender on Knowledge and Participation in Tourism at Owu Waterfalls

Model	Sum of Squares	Df	Mean Square	Cal. F	Crit. F	p-value
Regression	0.705	2	0.353	1.41	3.00	0.246
Residual	35.336	412	0.249			
Total	36.041	144				

Source: Field work, (2018).

Table 4c: Contribution of Gender to the Independent Variables through Beta Weight

Model	Unstandardised Coefficient B	Standardised Coefficient Std. Error Beta	T	Sig.
Constant	0.647	0.350	1.847	0.067
Knowledge of tourism	0.006	0.008	0.063	0.468
Participation in tourism	-0.012	0.007	-0.144	0.099

Source: Field work, (2018).

Table 4a, b, and c show the multiple regression analysis which examined Gender Influence on residents' Knowledge and Participation in

tourism at Owu Falls. In the Table 4a, the overall model explained 2.0% (R-square) per cent of the variance in overall prediction of gender on the two

independent variables; which was revealed, in Table 4b not statistically significant, at $F_{(2, 142)} = 1.41$, $p(0.246) > 0.05$. In table 5c, an inspection of gender predictors revealed that knowledge of tourism (Beta = 0.063, $p\{0.468\} > 0.05$) and participation in tourism (Beta = -0.660, $p\{0.099\} > 0.05$) are not statistically influential. Hence, gender had no significant influence on residents' knowledge and participation in tourism at Owu Falls, Owa Kajola,

Kwara State; hence, the hypothesis is retained. This implies that being either a male or a female it does not influence residents' Knowledge of and Participation in tourism.

H₀₂: Respondents' education level has no significant influence on their knowledge and participation in tourism at Owu Falls, Owa Kajola, Kwara State.

Table 5a: Results of Multiple Regression Analysis Showing the Influence of Education on Residents' Knowledge and Participation in Tourism at Owu Falls

Model	R	R-Square	Adjusted R Square	Std. Error of the Estimated
1	0.126	0.016	0.002	1.165

Source: Field work, (2018).

Table 5b: ANOVA Showing Statistical Significant of Education on Knowledge and Participation in Tourism

Model	Sum of Squares	Df	Mean Square	Cal. F	Crit. F	p-value
Regression	3.123	2	1.562	1.15	3.00	0.319
Residual	192.642	412	1.357			
Total	195.766	144				

Source: Field work, (2018).

Table 5c: Contribution of Education to the Independent Variables through Beta Weight

Model	Unstandardised Coefficient B	Standardised Coefficient Beta	T	Sig.
Constant	2.356	0.818	2.881	0.005
Knowledge of tourism	-0.022	0.018	-0.107	0.218
Participation in tourism	-0.009	0.017	-0.043	0.618

Source: Field work, (2018).

Table 5a, b, and c show the multiple regression analysis which examined Education Influence on residents'

Knowledge and Participation in tourism at Owu Falls. In the Table 5a, the overall model explained 1.6% (R-

square) per cent of the variance in overall prediction of education on the two independent variables as revealed, in table 5b, not statistically significant, at $F_{(2, 142)} = 1.15$, $p(0.319) > 0.05$. In table 5c, an inspection of education predictors revealed that knowledge of tourism (Beta = -0.107, $p\{0.218\} > 0.05$) and participation in tourism (Beta = -0.043, $p\{0.618\} > 0.05$) are not statistically influential. Hence, education has no significant influence on residents' knowledge and participation in tourism

at Owu Falls, Owa Kajola, Kwara State; hence, the hypothesis is retained. This implies that the residents' possessed a high level of Knowledge and Participation rate in tourism irrespective of Education Status difference.

H₀₃: Employment status has no significant influence on residents' knowledge and participation in tourism at Owu Falls, Owa Kajola, Kwara State.

Table 6a: Results of Multiple Regression Analysis Showing the Influence of Employment Status on Residents' Knowledge and Participation in Tourism at Owu Falls

Model	R	R-Square	Adjusted R Square	Std. Error of the Estimated
1	0.098	0.010	-0.004	0.729

Source: Field work, (2018).

Table 6b: ANOVA Showing Statistical Significant of Employment Status on Knowledge and Participation in Tourism

Model	Sum of Squares	Df	Mean Square	Cal. F	Crit. F	p-value
Regression	0.728	2	0.364	0.684	3.00	0.506
Residual	75.507	412	0.532			
Total	76.234	144				

Source: Field work, (2018).

Table 6c: Contribution of Employment to the Independent Variables through Beta Weight

Model	Unstandardised Coefficient B	Standardised Coefficient Beta	T	Sig.
Constant	0.955	0.512	1.866	0.064
Knowledge of tourism	-0.013	0.011	-1.165	0.246
Participation in tourism	0.005	0.011	0.427	0.670

Source: Field work, (2018).

Table 6a, b and c show the multiple regression analysis which examined Employment Status influence on residents' Knowledge and Participation in tourism at Owu Falls. In the table 6a, the overall model explained 1.0% (R-square) per cent of the variance in overall prediction of education on the two independent variables; as revealed, in table 6b not statistically significant at $F_{(2, 142)} = 0.68$, $p (0.506) > 0.05$. In table 6c, an inspection of employment status predictors revealed that knowledge of tourism (Beta = -0.101, $p \{0.246\} > 0.05$)

and participation in tourism (Beta = 0.037, $p \{0.670\} > 0.05$) are not statistically influential. Hence, Employment Status has no significant influence on residents' Knowledge and Participation in tourism at Owu Falls, Owa Kajola, Kwara State; hence, the hypothesis is retained.

H₀₄: Respondents' marital status has no significant influence on knowledge and participation in tourism at Owu Falls, Owa Kajola, Kwara State.

Table 7a: Results of Multiple Regression Analysis Showing the Influence of Marital Status on Residents' Knowledge and Participation in Tourism at Owu Falls

Model	R	R-Square	Adjusted R Square	Std. Error of the Estimated
1	0.120	0.014	0.001	0.879

Source: Field work, (2018).

Table 7b: ANOVA Showing Statistical Significant of Marital Status on Knowledge and Participation in Tourism at Owu Falls

Model	Sum of Squares	Df	Mean Square	Cal. F	Crit. F	p-value
Regression	1.600	2	0.800	1.03	3.00	0.357
Residual	109.600	412	0.772			
Total	111.200	144				

Source: Field work, (2018).

Table 7c: Contribution of Marital Status to the Independent Variables through Beta Weight

Model	Unstandardised Coefficient B	Standardised Coefficient Std. Error Beta	T	Sig.
Constant	0.540	0.617	0.876	0.382
Knowledge of tourism	0.004	0.014	0.026	0.763
Participation in tourism	0.016	0.013	0.110	0.207

Source: Field work, (2018).

Table 7a, b and c show the multiple regression analysis which examined Marital Status influence on residents' knowledge and participation in tourism at Owu waterfalls. In table 7a, the overall model explained 0.14 (R-square) per cent of variance in overall prediction of marital status on the two independent variables; which was revealed, in table 7b, to be not statistically significant, at $F_{(2, 142)} = 1.03$, $p (0.357) > 0.05$. In table 7c, an inspection of marital status predictors revealed that knowledge of tourism (Beta = 0.026, $p \{0.763\} > 0.05$) and participation in tourism (Beta = 0.110, p

$\{0.207\} > 0.05$) are not statistically influential. Hence, Marital Status has no significant influence on residents' Knowledge and Participation in tourism at Owu waterfalls, Owa Kajola, Kwara State; hence, the hypothesis is retained. This implies that the residents' possessed high level of Knowledge and Participation rate in tourism at Owu waterfalls irrespective of difference in their Marital Status.

H₀₅: Residents' knowledge of tourism has no significant influence on their participation.

Table 8: Related/Paired Sample t-test Result Showing the Influence of Residents' Knowledge of Tourism on Participation in Tourism at Owu Falls, Owa Kajola

Variables	N	Mean	SD	Df	Cal. T	Crit. T	p-value
Knowledge	145	43.69	5.56	144	25.07*	1.96	0.000
Participation	145	29.32	5.91				

* Sig. at $p < 0.05$

Source: Field work, (2018).

Table 8 shows that for a degree of freedom (df) of 144 the calculated t-value of 25.07 is greater than the critical t-value of 1.96 ($p = 0.000 < 0.05$). This indicates that there was a significant influence on residents' Knowledge of tourism and their Participation in tourism at Owu Falls; hence, the null hypothesis is rejected. This follows the high level of residents' knowledge of tourism contributes immensely to their level of participation. This is a major finding, given that knowledge of tourism would enable residents to be

able to give meaningful contributions to policy and developmental issue bothering on the growth of tourism in their community (c.f. 2.2). This aligns with Bagri and Kala (2016) study that the level of education or knowledge through awareness of what tourism could bring to a community influences residents' attitude towards tourism.

H₀₆: Residents' participation in tourism has no significant influence on their expectations of the development of tourism at Owu Falls.

Table 9: Related/Paired Sample t-test Result Showing the Influence of Residents' Participation on Expectations from Development of Tourism at Owu Falls, Owa Kajola, Kwara State

Variables	N	Mean	SD	Df	Cal. T	Crit. t	p-value
Participation	145	29.32	5.91	144	25.58*	1.96	0.000
Expectations	145	41.85	3.51				

* Sig. at $p < 0.05$

Source: Field work, (2018).

Table 9 shows that for a degree of freedom (df) of 144 the calculated t-value of 25.58 is greater than the critical t-value of 1.96 ($p = 0.000 < 0.05$). This indicates that there was a significant influence on residents' Participation in tourism on their Expectations from the development of tourism; hence, the null hypothesis is rejected. This follows the high level of residents' participation in tourism which contributes immensely to their level of expectations from the development of tourism at Owu Falls. Therefore, it suffices to say that residents of Owa Kajola have a higher expectation from tourism in relation to their participation and are

hopeful that the government would assist in infrastructure development. This is a major finding given that there is a relationship between residents' participation in tourism and their expectation.

Residents' recommendation for improved tourism projects at Owu Falls

Given the vast knowledge and active participation of the residents in tourism, this study sought their recommendations on what is required to improve tourism in the study area. Their recommendations are provided in Table 10 as follows:

Table 10: Percentage Distribution of respondents Responses on Recommendations for Owu Falls

Recommendations	Frequency	Percentage %
1 Good roads with improved transportation	70	48.3
2 Water supply	10	6.9
3 Government support on development of Owu Waterfalls	10	6.9
4 Beautification	45	31.0
5 Hotel lodges	10	6.9
Total	145	100.0

Source: Fieldwork, (2018).

Table 10 shows good roads with improved transportation stood at 48.3% and beautification of Owu Falls 31.0% are the two major recommendations made by the residents. Other recommendations are building of hotels for visitors comfort 6.9%, good water supply 6.9% and government support on planning and policy, promotion, and marketing of tourism in the area 6.9%. The residents of Owu Falls believed that with the availability of good roads with improved transportation and provision of adequate facilities for the beautification of the tourism attraction the turnout rate of tourists will be immensely improved. Their recommendations for improved roads and beautification align with the attributes of a good destination that infrastructures such as good roads, health care facilities, water supply, sewage, airport, shopping complex, sports complex and electricity as outlined in numerous studies including (Goeldner & Ritchie, 2006; Hall, 2008; Zhang Lai lei, 2010).

Conclusion

In view of the absence of tourism activities that was noticed on three separate visits to Owu waterfalls, this study was conceived to examine the knowledge, participation and expectation of residents of Owa Kajola of tourism project development. And, to examine if the knowledge of tourism possess by the residents' is enough as a drive for their participation in tourism activities as this could assist in improving tourism

project development in their community. This study was able to carry out all it sets out to do and findings from the data it collected from the residents resulted to the under listed major conclusions that:

- i. The residents of Owa Kajola have the knowledge of tourism and their knowledge of tourism is not restricted by demographic characteristics.
- ii. The residents are good participants in tourism activities as the mean aggregate for all the statement examined also surpass the 3.00 cutoff mark.
- iii. The residents have a higher expectation for tourism project development and this could be attributed to their knowledge of and participation in tourism.
- iv. There is a relationship between residents' knowledge and their participation in tourism. This aligns with what Zhang and Lai lei (2010) reported in their study that residents' knowledge on tourism influences their participation.

This study also acknowledges the challenges faced in accessing Owu waterfalls during the raining seasons. The roads from surroundings communities are in bad shape and the poor transportation network from Ilorin (the capital city) didn't help either. It is hereby recommended that an urgent action is taken to make Owu waterfalls more accessible. Tourism stakeholders (as it concerns Owu Waterfalls) are enjoined to work together. According to Roland

(2015), tourism stakeholders are individual, a party, the host community, a group, an agency, government and government agencies that are directly or indirectly affected by a proposed tourism project development in any area. This corroborates Anyanwu (2005) who listed the government, public sector, private sector and non-governmental organisations. Primary stakeholders are those that are directly affected by the proposed project, while secondary stakeholders are those that are going to be indirectly affected. All the people concern should work together for the development of tourism in the study area so as to attract both local and foreign investors who may also invest in the building infrastructure such as hotels and other features that are needed by local and foreign visitors. Finally, further research to develop a framework for managing tourism at Owu waterfalls is also recommended.

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