

# Determinants of Failure to Attain Full Tourism and Educational Potentials in a Developing Society

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## Abstract

*This study examines if the factors such as political instability, crime rate, consumer price index, exchange rate appreciation, poor funding and educational corruption of various dimensions are crucial to determining the full attainment of Tourism and educational potentials in Igbo Society which is comprised of 5 states. The study employed a descriptive survey research design. The population of the study consisted of all the male and female adults in Hotels Management and five state universities in Igbo society. The sample for the study was 1600 male and female respondents. The data collected was analyzed by using mean, standard deviation and ANOVA. The findings show that political instability, insecurity rate, consumer price index, exchange rate depreciation/appreciation, educational corruption and lack of adequate funding are vital determinants of the attainment of tourism and educational potentials in Igbo society. Therefore, for any society like the Igbo society to benefit fully from the potentials lying in the tourism and education sectors, frantic efforts should be made to reduce political instability, insecurity rate, educational corruption rate, increase funding rate and tapping rate of the Igbo cultural, educational and tourism potentials. Seeking of International and local cooperation, provision of climate friendly tourism and educational infrastructures, maintenance of reliable prices or tourism supply chains were further suggested.*

**Keywords:** Determinants, Attain, Tourism, Education Potentials.

## Introduction

Tourism if handled responsibly in any society as the Igbo society in Nigeria can become a very significant driver of economic growth and development. Apart from the negative impacts of some forms of tourism on the people, agro tourism in particular and according to Howse (2010) has the potential to uplift rural communities including those of the Nigerian society. She further asserted that it offers rural communities a sustainable source of income which will make them not to resort to using their land only for subsistence farming or hunting and mining or abandoning their land to relocate to cities to be seeking for employment.

A responsible tourism attracts the increasing numbers of travelers seeking holidays with authenticity, sense of correctness and close relationship with the communities in the developing parts of the world which has been 40% and above destination target. Responsible and safety motivated tourism forms a real bond which even lasts for years between the travelers and their host communities after they had returned to their homes of origin. Many other ways by which a society like the Igbo society can benefit from some forms of tourism include facilitating business enterprises be it by erecting lodgings/accommodation, executing of poultry or related plantation projects, and other initiatives as craft market and sewing or farm clubs. In terms of infrastructural facilities tourism potentials often results into the building of schools, medical clinics water relief programmes and training of teachers or school leavers on environmental conservation in order to

protect their traditional heritage. To Kester (2003) tourism apart from being a means of enhancing economic growth and development will as well help to improve on the image of any society to the outside world. Kareem (2008) on his own part says that it is a means of promoting corporation and understanding among people the world over. Christie and Compton (2001) also opined that tourism contributes to raising the gross domestic products (GDPs) and exports of many societies in the world. The question which bothers us in this study is that why is that in Igbo society in Nigeria, tourism contributes to less than 20% of the GDP and it amounts for less than 5% of our employment. In 2004, the World Travel and Tourism Council (WTTC) reported that Africa as a whole attracted less than 5% of international tourist travels and received less than 3% of international tourism receipts. It implies that Africa has been having 3.7 tourists arrivals for every 100 people whereas in Europe they used to have an average of 11 to 44 tourist arrivals per 100 people.

Comparatively, our performance in the tourism sector in the whole of Africa is very poor talkers of directing it specifically to the Igbo society in Nigeria. As many societies in Africa are setting up their targets in recent times to gain from the tourism sector additional income, foreign investments, employment and tax revenues what is it that in stopping the Igbo society from tapping into the full potential benefits of tourism. Naude and Sanyman (2004) were strongly of the opinion that most of the Igbos are educationally conscious people and they have cultural and natural resource endowments which are so numerous that they ought to be benefiting largely from tourism.

Nevertheless, this study will look at whether or not educational corruption which Heynemann (2007) defined as the abuse of authority for personal as well as material gain in addition to other factors such as insecurity rate, political instability, lack of sufficient funding, high consumer price index and exchange rate are the actual determinants to Igbo society's slow benefits and performances in the tourism and education sectors. It is obvious that there are some practices in the educational institutions of the Igbo society which are hindering the advancement of educational objectives that is regarded as the key to its sustainable economic, science, and technological development.

It could explain why as an example Onuoha and Irogbulam (2009) in one of their research works observed that when educational corruption is increased by 1% on the average, the regard the employers of labour will have on such institutions/sector will decrease by 55%.

## **Literature Review**

Reviews of some existing literatures shows that the most often employed variables in assessing factors which contributes immensely to tourism demands and improvement on the gains of education have always made reference to income, prices, expenditure patterns, corruption and funding. To support the above ideas Witt and Witt (1995) stated that tourist arrivals or departures and tourism receipts or expenditure are dependent variables which are important to tourism demand measures and explanation to international tourism flows. Li et al (2005) further stated that the demand for tourism includes two price elements namely; the cost of travel to the destination and the cost of living in the tourist destination relative to the hosting origin country or possibly alternative destination Artus (1972) argued that exchange rate in tourism demand model are much more honoured by tourists than changes in relative inflation rate in taking their decisions on travel destinations. Transportation cost variations by land, water or air has also been regarded as a favour which influences tourist's decision. It was why Mervar and Payne according to Kareem (2008) stated that data problem arises due to the varied costs of tourist travel by car which the proxies are usually oil or gasoline prices while in the case of far-off destination airline fares is the preferable alternative.

The deleterious efforts of low quality services and supply in form of shortages in lodging accommodation were also pointed out as influential factors. Some other seasonal variations/dummy variables captured by literature which influences the decisions of tourist are the existence and impact of war, natural disasters, insecurity and political crises. It explains why Eilat and Einav (2003) stated that competition among destinations and enhancement of global peace rather than war or disaster prone area attracts more tourists. Availability of natural resources, cultural programmes, festivals, musical concerts and sports competitions attracts tourists. With regard to the education sector we have literatures showing that the social cultural norms or taboos of the societies, corruption and beliefs had constituted a problem and to many people in benefiting from the education sector. It explains why Odubogun (1996) according to Obaja (2009) stated that lower positions and benefits of women as an example may be attributable to their lower positions and benefits of women as an example may be attributable to their lower level of encouragement, sponsorship and relevance of education which in itself, may be largely due to stress of having to perform both their productive and reproductive roles simultaneously. And Heyneman (2004) on his own part argued that educational corruption destroys the selection method that is created by any educational establishment in any society.

## **Methodology**

Since this study was designed to answer the questions on what factors that are contributing to the Igbo society failure to tap fully into the existing tourism and educational potentials and what should be done to benefit fully in the tourism and educational development projects; two research questions were raised. The questions are

1. What are the factors determining Igbo society's inability/failure to attain full tourism and educational potentials?
2. What are measures to reduce the influence of factors militating against full attainment of tourism and educational potentials in Igbo society? Two structured questionnaire titled Questionnaire for determinants to failure to attain full tourism and Educational Potentials (QDFATEP) and Questionnaire for Measures to Reduce Factors against Attainment of full Tourism and Educational Potentials (QMRFATEP) were used to gather information. Both instruments were organized on a 4-point likert scale of strongly agree (SA), agree (A), disagree (D) and strongly disagree (SD). It employed a descriptive survey research design and the population of the study comprised of all male and female adults of their hotels and 5 state universities in the Igbo society. The sample of the population comprises of 1600 respondents selected randomly from over approximately 16,000 staff of the establishments. Two experts respectively from the departments of Tourism and Hospitality Management and Measurement and Evaluation, Imo State University face validated/the contents of the instruments. Cronbach alpha statistical technique was used to determine the reliability coefficient of the two instruments and was obtained as 0.82 and 0.67 for the first and second questionnaire. The distribution and retrieval of the questionnaire has taken the research over years representing 100% return rate. Mean, standard deviation and ANOVA statistical techniques were used in analyzing the data collected and at 0.05 level of significance.

## Data Analysis and Presentation of Results

### Research Question 1

What are the factors determining Igbo society failure to attain full tourism and educational potentials?

**Table 1:** Responses of subjects on factors determining Igbo society's failure to attain full tourism and educational potentials.

S/N	Variable item	Agreed Nos	Mean	Standard Deviation	Disagreed No.	Mean	Standard Deviation
1.	Unstable political situation	1359	3.74	0.4401	241	1.7884	0.4412
2.	Poor infrastructural development	1526	4.10	0.1130	74	1.66	0.122
3.	Absence of viable cultural and tourism programmes	1501	4.17	0.2000	99	1.73	0.145
4.	High rate of insecurity	1580	4.38	0.212	20	1.46	0.116
5.	Changing exchange rate/currency values	1555	4.12	0.143	45	1.51	0.323
6.	Inflationary consumer price index	1478	3.89	0.766	122	1.95	0.400
7.	Educational corruption	1430	3.92	170	1.98	0.179	
8.	Insufficient funding	1590	4.08	0.333	10	1.12	0.101

The table above showed that between 1359 and 1590 respondents agreed to all the items that unstable political situation, poor infrastructural development, absence of viable cultural and tourism programmes/projects, high rate of insecurity, fluctuating currency values, inflationary consumers price index, educational corruption and inadequate investment of fund into the tourism and educational sector are responsible for their inability to attain expected potentials/targets and objectives. The further statistical analysis of variance done on the respondents opinion showed that there is significant difference between the respondents opinion on items variables used ( $f_{cal} = 879.331$ )  $f_{tab} = 11.38$  at 0.05 level of significance. Thus, many respondents agreed on the item variables recommended more than those who disagreed. It shows that all the listed variables are determinants in one way or the other in causing failure of the Igbo society from attaining the full tourism and educational potentials

### Research Question 2

What are the measures to reduce the influence of factors militating against full attainment of tourism and educational potentials in Igbo society?

**Table 2:** Responses of subjects on measures to reduce the influence of factors against full attainment of tourism and educational potentials.

S/N	Variable item	Agreed Nos	Mean	Standard Deviation	Disagreed No.	Mean	Standard Deviation
1.	Seeking international/ local co-operations on tourism and educational development	1249	3.727	0.450	351	1.342	0.4722
2.	Provision of climate friendly tourism and educational infrastructures or good projects environment	1410	3.983	0.3162	190	1.416	0.2148
3.	Reducing over commodification of cultural practices which affects women and children	1478	3.995	0.3004	122	1.291	0.2001
4.	Maintenance of quality tourism supply chains and reliable prices	1512	4.130	0.2972	88	1.117	0.1998
5.	Embracing different forms of tourism-agro tourism, pro-poor tourism sustainable tourism and responsible tourism	1334	3.740	0.5551	66	1.099	0.1123
6.	Ensuring stable political situation	1526	4.426	0.2834	74	1.102	0.1414
7.	Reduction in crime rate and corruption	1590	4.458	0.2468	10	1.000	0.000
8.	Increased funding and prudent management of available fund.	1594	4.717	0.2119	06	1.000	0.000

The table 2 above shows that between the mean responses of 3.632 and 4.717, majority of the respondents accepted or agreed that the eight items listed are viable measures for reducing the influence of the factors which hinders the full attainment of tourism and educational potentials in Igbo society. A further statistical analysis of variance done on the respondents opinion showed that there is a significant difference in their opinions in all the item variables ( $F_{cal} = 2466.333 > F_{tab} 11.38$ ) and at 0.05 level of significance. Therefore, majority of the respondents accepted that reduction of crime rates and corruption; ensuring stable political situation; increased and prudent management of available fund; embracing different forms of tourism; maintenance of quality tourism supply chains and reliable prices; provision of climate friendly programmes; seeking of international/local cooperation on tourism and educational development; and reduction of over commodification of cultural practices affecting women and children are measures which will help Igbo society attain full tourism and educational potentials.

### Discussion of Findings

The result of the analysis done on the data collected for research question 1 showed that unstable political situation is one of the determinants of the failure of Igbo society to attain full tourism and educational potentials or objectives. This is in lien with Eilat and Einav (2003) findings that

competition among destinations and enhancement of global peace rather than war or disaster and other crises will give support to the full attainment of tourism and educational potentials. On high insecurity rate and poor infrastructural development which are determinants to Igbo failure to attain full tourism and educational potentials, Rifai (2011) supported the finding. It explain is why in his work he pointed out that the word trade tourism organization draws their attention to the protection of tourists and most especially children and women who are regarded as vulnerable groups to all forms of crime and exploitation. He further wrote of his finding in ensuring the accessibility of tourism infrastructure and services to person with disabilities, for the elderly and for the socio-economically disadvantaged.

With reference to changing exchange rate or currency values and inflationary consumer price-index as other determinants of Igbo failure in attaining full tourism and educational potentials, Artus (1972) and Li et al (2005) findings corroborated with such research findings. While Artus argued that variable exchange rate in tourism and educational demand model is much more honoured by tourists and experts in their decisions on travel destinations than changes in relative inflation rate. Keem (2008) further stated that exchange rate appreciation and consumer price index among other factors serve as signals to prospective tourist arrivals to Africa. In the case of education corruption and insufficient funding, the determinants are in consonance with the findings of Onuoha and Oboegbulam (2009) and Cabelkova and Hanousek (2004) which had it that the degree of corruption and funding are determinants of quality education, sustainable development and policy implementation. Then the absence of viable cultural, and tourism programmes is consistent with the findings of Sparrow (2011). According to Sparrow the conservation of key biodiversity features, landscapes and cultural resources or practices, in addition to the development of new tourism attraction business opportunities in the natural and cultural environment are key to attaining tourism and educational objectives. He further reported that the provision of functional code of ethics and shared socio-economic benefits at certain percentage with the communities surrounding the tourism programs such as parks, agricultural farms, festivals, music concerts and forests, etcetera are key factors to attaining any tourism and educational potentials.

## **Conclusion**

The findings of this study have indicated that unstable political situation, high rate of insecurity, educational/tourism corruption, insufficient funding, absence of some viable projects, and so on are determinants to Igbo society's family to attain their tourism and educational potentials. It implies that measures should be put in place to reduce the influence of such factors in the two sectors. For that reason, the following recommendations are hereby made. The leaders in Igbo society should ensure that there is reduced political crises, crime rate and corruption. They should seek international/local cooperation on tourism and for instance educational development. NICO (National Institute for Cultural Orientation) is an outfit of the federal ministry of culture and tourism whose function must be recognized in tourism ventures in Nigeria'. There should be increased funding and prudent management of available funds in the sectors. The Igbo society should provide a climate friendly tourism and educational infrastructural environment, observe the desired ethics and operate acceptable quality maintenance tourism. Supply chains and reliable prices. What is more, the Igbo society should embrace different forms of tourism and corruption free education system to realize fully their vision.

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