



Socio-Economic Characteristics of Domestic Tourism Consumers in Ibadan, Nigeria.

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Abstract

Oyo State, like many other states in Nigeria, usually struggle to meet its recurrent expenditure needs due to low internally generated revenue and reduced allocation from federal purse. Tourism has been identified as an important economic asset that can help a national or subnational government in diversifying its economic base. This study examines the relationship between socio-economic characteristics of residents that participates in tourism consumption in Ibadan, the capital of Oyo state. Based on the analysis of the primary data collected through questionnaire administration in two prominent tourist sites, the study finds that education is the only socioeconomic factor that significantly affect the consumption behaviour of domestic tourists. Thus, government can use public awareness and education as a strategy to increase the significance of tourism in socio-economic system of Oyo State.

Keywords: Domestic tourism, domestic tourists, residence, Ibadan, Oyo State.

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1. Introduction

Tourism has become a major driver of global economy in terms of revenue generation, employment generation and meeting the sustainable development goals. The UNWTO (2018) noted that tourism sector continues to demonstrate strong upward trend as the 6% growth in international tourism arrivals between January and April 2018 was more than the predicted 4-5%. OECD (2018) shows that tourism currently contribute about 4.25 of GDP, about 6.9% of total employment and about 21.7% of service export in OECD countries. The United Nation Development Programme (UNDP) has also acknowledged the great potential of tourism in accelerating progress in different targets of the Sustainable Development Goals (SDGs) especially in the area of job creation, poverty alleviation, economic growth, and environmental protection by empowering host communities. It can also foster peace and intercultural understanding. Thus, tourism offers a great potential for any struggling national and subnational government to improve the revenue generation and enhance wealth generation opportunities for the residents.



In Nigeria, most state government including Oyo state have dependent mainly on allocation from the federal government in meeting their expenditure needs. The recent economic recession has compounded the difficulties of meeting recurrent expenditure, especially in the payment of staff salaries. All states, including the Federal Capital Territory (FCT) have debt accumulation. As at June 2018 the records of the Debt management Office (DMO) indicated that the total debt by the 36 states and FCT was ₦3.477 trillion with Oyo state having about ₦88billion (DMO, 2018). Given the potential of tourism, it can serve as an avenue for improving the economy of Oyo state. And to realise the potential, the residents must partake in the process. Thus, this study examines socio-economic characteristics of residents that visits tourist centres in Ibadan, the Oyo state capital. The remaining part of the study is divided into literature review, methodology, results and conclusion.

2. Literature Review

There are different socioeconomic factors that can affect the consumption of tourism services. Yang (2016), examined the role of relative income in domestic tourism demand among urban and rural residents in China. The author identified that tourism consumption may include 'conspicuous consumption' and 'positional good consumption'. As a conspicuous commodity, tourism may be consumed to signal the social position and status of consumer. As a positional commodity, the satisfaction derived from consumption relates to the relative amount expended on its consumption. According to Harrill (2004), the use of socioeconomic factors to explain resident attitudes has been common among tourism researchers. These variables, such as income, ethnicity, and length of residence, have been used in many cases as part of formal hypotheses regarding resident attitudes; however, more often than not, these variables are included simply as a standard part of survey instruments. According to Perdue et al. (1990), despite the numerous researchers that examine the relationship between socioeconomic variables and resident attitudes, the literature suggests that socioeconomic factors play a relatively minor, and sometimes contradictory, role in explaining the variation in resident attitudes toward tourism development. According to Harrill (2004), early research employing these variables pursued many different socioeconomic elements to determine which ones might have an influencing effect. He gave examples of previous researches and their findings. Some researchers find that socioeconomic factors affect residents' attitudes to tourism. Hamzah and Hamzah (2015) examined domestic tourist participation in Sabang and Banda Aceh in Indonesia and found that the gender of visitors in Sabang was dominated by male tourist. Specifically, the distribution was 61.3% versus 38.7% between male and female tourists. Lertwannawit and Gulid (2014) analysed domestic tourist satisfaction in Bangkok and Pattaya, Chonburi province of Thailand and noted that satisfied customers have the potentials to engage in positive word-of-mouth that can boost the image of the destination. Majority of the domestic visitors were female (61.1%), single (65.7%) with bachelor degrees (68.4%). Chavan and Bhola (2014) analysed the demographic characteristics of domestic tourist at Satara District, Maharashtra in Indian and observed more male (72.3%). Murugaiyan and Jeyanthi (2017) observed that domestic tourists in Madurai District, Tamil Nadu in India are dominated by male visitors (67.5%), Hindu religion (56.25%) and married (70%).



The literature review revealed that the characteristics of domestic tourist varies by tourist assets and locality.

3. Methodology

3.1 The Study Area

The creation of Ibadan can be traced back to 1892 when the place became a war preparation campground for traditional soldiers/warriors from neighbouring cities like Ife, Oyo and Ijebu. The word 'Ibadan' is gotten from modification of two Yoruba words 'Eba-Odan', which truly signifies 'close to the grassland'. It began as a backwoods site with a few scopes of slopes, fluctuating in height from 160 to 275 meters, serving as a natural place for hiding. Ibadan accordingly started as a military state and remained so until the most recent decade of the nineteenth century. The city-state additionally prevailing with regards to building a huge realm from the 1860s to the 1890s and stretched out over quite a bit of Northern and Eastern Yorubaland. It was suitably nicknamed 'idi Ibon', 'knob of a gun', on account of its remarkable military character. The warriors established the leaders of the city and the most vital monetary gathering (Falola, 1984). In any case, the economy of Ibadan essentially refreshed on farming, produce and exchange. In this way, Ibadan is situated close to the backwoods prairie of South West.

Ibadan which is often labelled as the biggest indigenous city in Africa, south of the Sahara, has been the capital of the present Oyo State since its creation in 1991. Ibadan was the focal point of administration of the old Western Region since the times of the British pioneer rule. It is located 78 miles inland from Lagos, and is a conspicuous travel point between the beach front district and the regions toward the north. Parts of the city's old defensive walls still remain till today, and its populace is evaluated to be around 3,800,000 as per 2006 appraisals. The main occupants of the city are the Yoruba. From 1829, Ibadan developed in significance and served as the authoritative community for the entire of Southern Nigeria between 1946 and 1951. It rained as capital of the Western Region between 1951 and 1967.

3.2 Tourist Attractions in Ibadan

Ibadan has numerous interesting tourists' attractions and recreational centres in which residents and non-residents can take an interest in. These include the Zoological Garden, a place of life animal, at the University of Ibadan; the botanical Garden where visitors can view different species of plants in their natural habitat with their botanical names, the Captain Bowers Tower on top of which visitors can have a panoramic view of Ibadan city, the Trans Wonderland Amusement Park which offers fun and entertainment for children and adults, the Irifin royal residence which offers a classic example of Yoruba tradition and the Museum of Unity.

The Bower Memorial Tower toward the east on Oke-Aare (Hill) can be seen in every way that really matters from any point in the city. It moreover gives an incredible point of view of the whole city. Another unquestionable achievement is Cocoa House, the essential skyscraper in Nigeria. It is one of just a bunch couple of tall structures in the city and is at the core of Ibadan's business center. The gallery of solidarity is of explicit noteworthiness since it is the first of its sort in Nigeria.



The National Commission for Museum and Monuments office was set up in Ibadan in 1976 after the profession of Nigerian government at that point to build up exhibition hall of solidarity which would utilize its articles to cultivate solidarity among the various social gatherings in the nation. As a historical center of solidarity, its showed articles present parts of socio-religious existence of assorted gatherings in the nation and the unit of Nigerians in music and move. All parts of the nation are spoken to in the four gatherings of melodic instruments which are aerophones (wind instruments), chordophones (string instruments) ideophones (self-sounding instruments) and membranophones (instruments with vibrating films). Furthermore, of move protests, covers and disguises from most Nigerian socio-social life are shown to demonstrate our solidarity in respecting out progenitors, legends or divinities.

3.3 Method of Data Collection and Analysis

The study makes use of primary data which is collected through distribution of 150 questionnaires at the University of Ibadan Zoological Garden and Captain Bowers Tower during the festive periods between 17th of December, 2017 and 7th of January, 2018. Sixteen questionnaire were not adequately filled and were excluded from the analysis. This study makes use of inferential statistical analysis involving testing of hypothesis using the Chi-square statistics. The principle behind the chi-square test is that an observed set of values differs significantly from some expected or theoretical frequencies. It is thus a measure of discrepancy between the observed and expected frequencies. The calculated statistics for Chi-square is given by:

$$X^2 = \sum (f_o - f_e)^2 / f_e$$

Where f_o is the observed frequency and f_e is the expected frequencies

The two-variable chi-square analysis involve the use of a contingency table which is a cross tabulation of the two variable. For the chi-square test of independence, the expected frequency is computed with the formula:

$$f_e = \text{Row Total} * \text{Column Total} / \text{Group Total}$$

The general procedures for testing enumerative data are summarized below:

1. Set up the null and alternative hypothesis.
2. Compute the expected and observed frequencies.
3. Compute the calculated chi square by substituting the observed and expected values into the chi-square formula.
4. Obtained the tabulated chi-square at the pre-determined significant level, using $(r-1)(c-1)$ degrees of freedom for two variables and $n-1$ for one variable test (r =number of rows; c = number of columns)
5. If the calculated value is less than the tabulated accept H_0 ; otherwise reject

3.4 Lists of Null Hypotheses

Null Hypothesis 1: There is no significant relationship between level of education and Ibadan residence consumption of domestic tourism.

Null Hypothesis 2: There is no significant relationship between gender and Ibadan residence consumption of domestic tourism.

Null Hypothesis 3: There is no significant relationship between age and Ibadan residence consumption of domestic tourism.

Null Hypothesis 4: There is no significant relationship between marital status and Ibadan residence consumption of domestic tourism.

Null Hypothesis 5: There is no significant relationship between ethnic group and Ibadan residence consumption of domestic tourism.

Null Hypothesis 6: There is no significant relationship between religion and Ibadan residence consumption of domestic tourism.

Null Hypothesis 7: There is no significant relationship between occupation and Ibadan residence consumption of domestic tourism.

Null Hypothesis 8: There is no significant relationship between average income and Ibadan residence consumption of domestic tourism.

4. Presentation and Analysis of Results

4.1 Null Hypothesis 1: There is no significant relationship between level of education and attitude of Ibadan residence to domestic tourism.

The observed frequency for relationship between level of education and attitude to tourism are summarized in Table 1 to 3 below.

Table 1: Relationship between education and frequency of visit

Highest Education	First Time Visitors		Total
	Yes	No	
Primary	13	0	13
Secondary	15	23	38
HND/Bsc	21	49	70
MSc	5	4	9
Ph.D	2	2	4
Total	56	78	134

Table 1 shows that all residence with only primary education visited for the first time, while more than 50% of those with HND/BSc have visited tourist centre before. This means that a higher proportion of residence with Secondary and HND/BSc education have visited the site before.

Table 2: Relationship between education and purpose of visit

	Main purpose of visit					Total
	Sight seeing	Leisure	Business	Relaxation	Just for celebration	

Primary	4	0	1	0	8	13
Secondary	4	5	0	8	21	38
HND/Bsc	5	17	2	15	31	70
MSc	3	0	0	2	4	9
Ph.D	2	1	0	1	0	4
Total	18	23	3	26	64	134

Table 2 shows that the main purposes of visit for those with primary education and those with MSc, in order of importance, are celebration and sight-seeing respectively. It is celebration and relaxation for those secondary education, celebration and leisure for those with HND/BSc, and sightseeing for those with PhD.

Table 3: Relationship between education and tourism habit

	Visit to Other Tourist Centre		Total
	Yes	No	
Primary	10	3	13
Secondary	31	7	38
HND/Bsc	58	12	70
MSc	9	0	9
Ph.D	4	0	4
Total	112	22	134

Table 3 shows that larger proportion of residence with higher level of education visit other tourist centres. The expected frequencies are shown in the appendix. The chi-square test for the hypothesis 1 is shown in Table 4 below.

Table 4: Chi-square test for relationship between education and attitude to tourism

	Chi-square Calculated	Degree of freedom	Chi-square Tabulated at 5%	Conclusion
Table 1	23.0	$(5-1)(2-1)=4$	9.49	Relationship
Table 2	27.1	$(5-1)(5-1)=16$	26.30	Relationship
Table 3	3.1	$(5-1)(2-1)=4$	9.49	No-relationship

Since there is significant relationship between level of education and two out of the three measures of attitude to tourism, then the conclusion is that there is significant relationship between education and attitude to tourism.

4.2 Null Hypothesis 2: There is no significant relationship between gender and attitude of Ibadan residence to domestic tourism.

The summary of the observed frequencies for the relationship between gender and attitude of Ibadan residence to domestic tourism are summarized in Tables 6 to 7 below.

Table 5: Relationship between gender and frequency of visit

	first time visitors		Total
	Yes	no	
Male	23	46	69
Female	33	32	65
Total	56	78	134

Table 5 shows that more male domestic visitors have visited the two sites than female.

Table 6: Relationship between gender and purpose of visit

	main purpose of visit					Total
	sight seeing	Leisure	business	relaxation	just for celebration	
Male	8	12	2	16	31	69
Female	10	11	1	10	33	65
Total	18	23	3	26	64	134

Table 6 shows that more female visit for sight-seeing more than male while more male visit for relaxation more than female.

Table 7: Relationship between gender and tourism habit

	Visit to other tourist centre		Total
	Yes	no	
Male	56	13	69
Female	56	9	65
Total	112	22	134

Table 7 shows that female visit other tourist centre more than male.
The chi-square test for the hypothesis 2 is shown in Table 8 below.

Table 8: Chi-square test for relationship between gender and attitude to tourism

	Chi-square Calculated	Degree of freedom	Chi-square Tabulated at 5%	Conclusion
Table 5	4.2	$(2-1)(2-1)=1$	3.84	Relationship
Table 6	1.9	$(2-1)(5-1)=4$	9.49	No-Relationship
Table 7	0.6	$(2-1)(2-1)=1$	3.84	No-Relationship



Since there is no significant relationship between gender and two measures of attitude to tourism, then the conclusion is that there is no-significant relationship between education and attitude to tourism.

4.3 Null hypothesis 3: There is no significant relationship between age and attitude of Ibadan residence to domestic tourism.

The observed frequency for relationship between age and attitude to tourism are summarized in Table 9 to 11 below.

Table 9: Relationship between age and frequency of visit

	first time visitors		Total
	Yes	No	
10-20 years	12	29	41
21-30 years	16	12	28
31-40 years	18	25	43
41-50 years	8	9	17
51-60 years	1	2	3
above 60 years	1	1	2
Total	56	78	134

Table 9 shows that higher proportion of residence above 40 years have not visited tourist centres before.

Table 10: Relationship between age and purpose of visit

	main purpose of visit					Total
	sight seeing	leisure	business	relaxation	celebration	
10-20 years	2	10	1	8	20	41
21-30 years	4	7	0	7	10	28
31-40 years	9	5	2	7	20	43
41-50 years	3	1	0	3	10	17
51-60 years	0	0	0	0	3	3
above 60 years	0	0	0	1	1	2
Total	18	23	3	26	64	134

Table 10 shows that all residence visited for celebration. In addition to this, residence in the age bracket 10-20 years also visited for leisure, while those in the age group 31-40 years also visited for sightseeing.

Table 11: Relationship between age and tourism habit

	visit to other tourist centre		Total
	Yes	No	
10-20 years	35	6	41
21-30 years	26	2	28
31-40 years	36	7	43
41-50 years	13	4	17
51-60 years	1	2	3
above 60 years	1	1	2
Total	112	22	134

Table 11 shows that most of the residence above the age of 50 years have not visited other tourist centres before.

The chi-square test for the hypothesis 3 is shown in Table 12 below.

Table 12: Chi-square test for relationship between age and attitude to tourism

Table	Chi-square Calculated	Degree of freedom	Chi-square Tabulated at 5%	Significance
Table 9	5.7	$(6-1)(2-1)=5$	11.07	No-Relationship
Table 10	17.6	$(6-1)(5-1)=20$	31.41	No-Relationship
Table 11	9.6	$(6-1)(2-1)=5$	11.07	No-Relationship

Since there is no significant relationship between age and the three measures of attitude to tourism, then the conclusion is that there is no significant relationship between age and attitude to tourism.

4.4 Null hypothesis 4: There is no significant relationship between marital status and attitude of Ibadan residence to domestic tourism.

The observed frequency for relationship between marital status and attitude to tourism are summarized in Table 13 to 15 below.

Table 13: Relationship between marital status and frequency of visit

	first time visitors		Total
	Yes	no	
Single	36	47	83
Married	20	31	51
Total	56	78	134

Table 13 shows that more single residence have not visited before than married residence.

Table 14: Relationship between marital status and purpose of visit

	main purpose of visit					Total
	sight seeing	Leisure	Business	relaxatio n	just for celebration	
Single	13	17	3	15	35	83
Married	5	6	0	11	29	51
Total	18	23	3	26	64	134

Table 14 shows that more single visited for leisure while most married visited for relaxation.

Table 15: Relationship between marital status and tourism habit

	visit to other tourist centre		Total
	Yes	No	
Single	70	13	83
Married	42	9	51
Total	112	22	134

Table 15 shows that the proportion of married that have not visited tourist centres before are more than the proportion of single that have not visited.

The chi-square test for the hypothesis 4 is shown in Table 16 below.

Table 16: Chi-square test for relationship between marital status and attitude to tourism

	Chi-square Calculated	Degree of freedom	Chi-square Tabulated at 5%	Significance
Table 13	0.2	$(2-1)(2-1)=1$	3.84	No-Relationship
Table 14	5.7	$(2-1)(5-1)=4$	9.49	No-Relationship
Table 15	0.1	$(2-1)(2-1)=1$	3.84	No-Relationship

Since there is no significant relationship between marital status and the three measures of attitude to tourism, then the conclusion is that there is no significant relationship between marital status and attitude to tourism.

4.5 Null hypothesis 5: There is no significant relationship between ethnic group and attitude of Ibadan residence to domestic tourism.

The observed frequency for relationship between ethnic group and attitude to tourism are summarized in Table 16 to 18 below.

Table 16: Relationship between ethnic group and frequency of visit

	first time visitors		Total
	Yes	no	
Yoruba	44	54	98
Igbo	10	19	29

Hausa	2	5	7
Total	56	78	134

Table 16 shows that though the number of Hausa that visited tourist centres are small, higher proportion of them visited regularly.

Table 17: Relationship between ethnicity and purpose of visit

	main purpose of visit					Total
	sight seeing	Leisure	business	relaxation	just for celebration	
Yoruba	11	16	3	18	50	98
Igbo	3	5	0	8	13	29
Hausa	4	2	0	0	1	7
Total	18	23	3	26	64	134

Table 17 shows that Yoruba and Igbo residence visited mainly for celebration and relaxation while Hausa visited mainly for sightseeing. This may be due to the fact that most Hausa are Muslim while the research was conducted during Christmas and New Year celebration.

Table 18: Relationship between ethnic group and tourism habit

	visit to other tourist centre		Total
	Yes	No	
Yoruba	83	15	98
Igbo	22	7	29
Hausa	7	0	7
Total	112	22	134

Table 18 shows that the few Hausa that visited the tourist centres have visited other tourist centre before.

The chi-square test for the hypothesis 5 is shown in Table 19 below.

Table 19: Chi-square test for relationship between ethnic and attitude to tourism

	Chi-square Calculated	Degree of freedom	Chi-square Tabulated at 5%	Conclusion
Table 16	1.5	$(3-1)(2-1)=2$	5.99	No-Relationship
Table 17	16.5	$(3-1)(5-1)=8$	15.51	Relationship
Table 18	2.7	$(3-1)(2-1)=2$	5.99	No-Relationship

Since calculated chi-square is greater than tabulated chi-square in two out of the three measures of attitude to tourism, then the conclusion is that there is no significant relationship between ethnic group and attitude of Ibadan residence to domestic tourism.

4.6 Null hypothesis 6: There is no significant relationship between religion and attitude of Ibadan residence to domestic tourism.

The observed frequency for relationship between religion and attitude to tourism are summarized in Table 20 to 22.

Table 20: Relationship between religion and frequency of visit

	first time visitors		Total
	Yes	no	
Christian	49	66	115
Muslim	7	12	19
Total	56	78	134

Table 20 shows that a larger proportion of few Muslims that visited tourist centres during this research have visited those centres before.

Table 21: Relationship between religion and purpose of visit

	main purpose of visit					Total
	sight seeing	leisure	business	relaxation	just for celebration	
Christian	14	19	2	21	59	115
Muslim	4	4	1	5	5	19
Total	18	23	3	26	64	134

Table 21 shows that a larger proportion of Christians visited tourist centres for celebration more than Muslims.

Table 22: Relationship between religion and tourism habit

	visit to other tourist centre		Total
	Yes	No	
Christian	97	18	115
Muslim	15	4	19
Total	112	22	134

Table 22 shows that a larger proportion of Muslims that visited during this study have visited other tourist centres more than Christian.

The chi-square test for the hypothesis 6 is shown in Table 4.10.4 below.

Table 23: Chi-square test for relationship between religion and attitude to tourism

	Chi-square Calculated	Degree of freedom	Chi-square Tabulated at 5%	Conclusion
Table 20	0.2	$(2-1)(2-1)=1$	3.48	No-Relationship
Table 21	4.7	$(2-1)(5-1)=4$	9.49	No-Relationship
Table 22	0.3	$(2-1)(2-1)=1$	3.48	No-Relationship

Since calculated chi-square is greater than tabulated chi-square for the three measures of attitude to tourism, then the conclusion is that there is no significant relationship between religion and attitude of Ibadan residence to domestic tourism.

4.7 Null hypothesis 7: There is no significant relationship between occupation and attitude of Ibadan residence to domestic tourism.

The observed frequency for relationship between occupation and attitude to tourism are summarized in Table 24 to 26 below.

Table 24: Relationship between occupation and frequency of visit

	first time visitors		Total
	Yes	No	
Apprenticeship/ Students	19	31	50
Public employee	7	13	20
Private employee	10	15	25
Own business	20	19	39
Total	56	78	134

Table 24 shows that more than half of those in own business have not visited before while for other occupation categories, more than half of visitors have visited before.

Table 25: Relationship between occupation and purpose of visit

	main purpose of visit					Total
	sight seeing	Leisure	Business	relaxation	just for celebration	
Apprenticeship/ Students	4	9	1	10	26	50
Public employee	4	1	0	3	12	20
Private employee	5	9	0	2	9	25
Own business	5	4	2	11	17	39
Total	18	23	3	26	64	134

Table 25 shows that apart from celebration, most of public employees visited for sight-seeing while most of private employees visited for leisure. For all other occupation categories, relaxation is the main purpose of visit.

Table 26: Relationship between occupation and tourism habit

	visit to other tourist centre		Total
	yes	No	
Apprenticeship/ Students	40	10	50
Public employee	17	3	20
Private employee	22	3	25
Own business	33	6	39
Total	112	22	134

Table 26 shows that the highest proportion of those that have not visited other tourist centres before are apprenticeship/student.

The chi-square test for the hypothesis 7 is shown in Table 4.11d below.

Table 27: Chi-square test for relationship between occupation and attitude to tourism

	Chi-square Calculated	Degree of freedom	Chi-square Tabulated at 5%	Conclusion
Table 24	2.2	$(4-1)(2-1)=3$	7.82	No-Relationship
Table 25	18.1	$(4-1)(5-1)=12$	21.03	No-Relationship
Table 26	0.9	$(4-1)(2-1)=3$	7.82	No-Relationship

Since calculated chi-square is greater than tabulated chi-square for the three measures of attitude to tourism, then the conclusion is that there is no significant relationship between occupation and attitude of Ibadan residence to domestic tourism.

4.8 Null hypothesis 8: There is no significant relationship between average income and attitude of Ibadan residence to domestic tourism.

The observed frequency for relationship between level of income and attitude to tourism are summarized in Table 27 to 29 below.

Table 27: Relationship between income and frequency of visit

	first time visitors		Total
	Yes	No	
less than 10,000	13	24	37
10,000-20,000	11	19	30
21,000-30,000	7	9	16
31,000-40,000	9	4	13
41,000-50,000	8	7	15
more than 50,000	8	15	23
Total	56	78	134

Table 27 shows that more than half of residence in the average monthly income bracket of ₦31,000-40,000 and ₦41,000-50,000 have not visited the tourist centres before. However, more than half of those with income of more than ₦50,000 and those with less than ₦20,000 have visited those centers before. This means that those in the average income group do not visit tourist centre like those with low income and those with high income. This may mean that those with low income cannot afford tourism while those with high income go to far places.

Table 28: Relationship between income and purpose of visit

	main purpose of visit					Total
	sight seeing	leisure	business	relaxation	just for celebration	
less than 10,000	7	9	1	6	14	37

10,000-20,000	4	4	1	5	16	30
21,000-30,000	1	2	1	4	8	16
31,000-40,000	1	4	0	1	7	13
41,000-50,000	1	1	0	3	10	15
more than 50,000	4	3	0	7	9	23
Total	18	23	3	26	64	134

Table 28 shows that apart from celebration most of residence with average monthly income of less than ₦10,000 and those between ₦31,000 and ₦40,000 visited for leisure while visitors in all other income group visited for relaxation purpose.

Table 29: Relationship between income and tourism habit

	visit to other tourist centre		Total
	Yes	no	
less than 10,000	31	6	37
10,000-20,000	24	6	30
21,000-30,000	12	4	16
31,000-40,000	12	1	13
41,000-50,000	11	4	15
more than 50,000	22	1	23
Total	112	22	134

Table 29 shows that proportion of residence that have not visited other tourist centres before are more in the income group of more than ₦50,000 than other income group.

The chi-square test for the hypothesis 8 is shown in Table 30.

Table 30: Chi-square test for relationship between income and attitude to tourism

	Chi-square Calculated	Degree of freedom	Chi-square Tabulated at 5%	Conclusion
Table 27	6.3	$(6-1)(2-1)=5$	11.07	No-Relationship
Table 28	14.7	$(6-1)(5-1)=20$	31.41	No-Relationship
Table 29	5.5	$(6-1)(2-1)=5$	11.07	No-Relationship

Since calculated chi-square is greater than tabulated chi-square for the three measures of attitude to tourism, then the conclusion is that there is no significant relationship between level of income and attitude of Ibadan residence to domestic tourism.

5. Conclusion and Recommendation

The test of hypotheses shows that:

- i. There is significant relationship between level of education and Ibadan residence consumption of domestic tourism.



- ii. There is no significant relationship between gender and Ibadan residence consumption of domestic tourism.
- iii. There is no significant relationship between age and Ibadan residence consumption of domestic tourism.
- iv. There is no significant relationship between marital status and Ibadan residence consumption of domestic tourism.
- v. There is no significant relationship between ethnic group and consumption of domestic tourism among Ibadan residence.
- vi. There is no significant relationship between religion and consumption of domestic tourism among Ibadan residence.
- vii. There is no significant relationship between occupation and consumption of domestic tourism among Ibadan residence.
- viii. There is no significant relationship between average income and consumption of domestic tourism among Ibadan residence.

Thus the result of this study support the findings of Perdue et al. (1990) which state that the literature suggests that socioeconomic factors play a relatively minor, and sometimes contradictory, role in explaining the variation in resident attitudes toward tourism development.

As a result of the findings of this study, it is imperative to make the following recommendations for policy makers:

There is need for government and policy makers to enlighten and educate residence on domestic tourism. This can be achieved through promotional activities that will create awareness of residence and keep them inform about the tourist site around them. The mass media (radio and television station) should be mandated to increase programmes that promote tourism.

Government should make sure that schools at all levels educate students about tourism. Those that would be educated would also enlighten those that are not able to attend schools. Tourism should be included in the school curriculum. It can be included in subject like social studies in ordinary level. At the university level, it should be included in general course.

Issue of tourism is very important and future research should study tourism at local government level, state level and even at federal level. This will help to motivate Nigerians to participate more in domestic tourism. This participation will also encourage foreigners to visit our tourist centres. This can also be an avenue for rebranding Nigeria.

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