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HOST COMMUNITIES SUPPORT AND SUSTAINABLE TOURISM SITE DEVELOPMENT IN ADAMAWA STATE, NIGERIA

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Abstract

This study examined the relationship between host communities support and sustainable development of tourism site in Adamawa State, Nigeria. The purpose was to examine the application of Doxey Index model in Adamawa State, Nigeria**.** . The study was anchored on Doxey Irritation Index Model. The work adopted survey method and primary data were collected through copies of structured questionnaire. The population of the study was 1,579,600, and it covered the six (6) local governments (two local government areas from each senatorial zone) in Adamawa State. The analysis were done using percentages, bar chat and mean. The hypotheses were tested using Pearson Product Moment Correlation Coefficient. Findings from the study revealed that there is significant relationship between host community support and socio-cultural sustainability of tourism sites, host community support significantly associate with economic sustainability of tourism sites and there is significant connection between host community support and environmental sustainability of tourism sites. This study concluded that for the achievement of sustainable development of tourism site, host community support is inevitable. It was recommended that host community members should show support to tourism development organisation which refuse to support environmental sustainability in tourism sites.

Keywords: Host Communities, Support, Sustainable Development, Tourism Site, Socio-Cultural Sustainability, Economic Sustainability, Environmental Sustainability

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Introduction

Nigeria has enormous tourism resources, which many experts have recommended investment in tourism industry as it can significantly promote environmental, economic and social growth. As a result of this, Nigeria as a country has taken bold strides towards the total harnessing of the powerful potentials of tourism (Iftikhar, Pinglu, Ullah & Ullah, 2022). It is commonly acknowledged that tourism development brings about all round development. Tourism is a rapidly expanding business that fosters employment opportunities, creates revenue for the local community, fosters cultural interaction, and enables infrastructural development (Fintiri-ni, 2024; Geo-peters, 2023; Zakky, 2023; Kinda, 2022; Wondirad & Ewnetu, 2024).

Tourism has significant effects on other aspects such as the economy, culture, society, and environment (Na'acha, Nachana'a, Achari, Nachaiya, Victoria, Anthony, Celestine & Festus, 2019), leading to the transformation and even socio-economic benefits of local communities. But the extent to which tourism activities progress and achieve positive result in a particular locality and culture depends on the extent of host community's cooperation and support to the tourism programme (Orgaz-Agüera, Castellanos-Verdugo, Acosta Guzmán, Cobeña, Oviedo-García, & De los, 2024; Kinda, 2022, & Geo-peters, 2023). Positive attitudes contribute to increased community engagement, endorsement of tourist initiatives, and the implementation of sustainable measures to save and improve the environment and cultural heritage (Nunkoo & Ramkissoon, 2023). This study focused on analysis of support (euphoria) which is one of the stages of community attitude in the Doxey's Irritation Index. The Doxey's Irritation Index is used in this study because it provides the understanding on how local residents feel about changing attitude toward – tourists and the development of tourism at the different stages of a destination's life cycle (Butler, 1980; Akdu & Ödemiş, 2018; Kinda, 2022; & Geo-peters, 2023).

Here, the focal point of this study is support (euphoria), which is the first stage of host community attitude. At this stage, the host community majorly welcomes the tourism development plan of the tourism with joy and offers to give necessary supports (Akdu & Ödemiş, 2018; & Geo-peters, 2023). They believe that the tourism development will be very beneficial to the people and the community in general. Here, the host communities give support for the tourism development based on their hope that it will add values to socio-cultural sustainability, environmental sustainability, and economic sustainability. If the tourism developers recognize, respects, and give values to the culture and social lives of the community, the community will be happy to support the tourism programme based on perceived socio-cultural impacts. In addition, when the tourism developers' employee host community members, and encourage trade and other economic relations,

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community support will continue as the people are benefiting economically. More so, when the tourism developers pay attention to the host environment, reduce/avoid negative environmental impacts, and help in the environmental maintenance within the community, they will likely be receiving community supports. Failure to do the above may attract irritation and antagonism against the tourism developers by the host communities. On this note, this study focused on host community support and sustainable tourism site development in Adamawa State, Nigeria.

Statement of the Problem

Despite the potentials of Adamawa State for tourism development, the development of tourism facilities and infrastructure has not met the need of visitors (Tagowa, 2010).

Research finding have shown positive relationship between the involvement of local communities in destination planning and management and their perceptions of tourism (Andereck & Nyaupane, 2011; Fletcher, Pforr, & Bruecker; 2016; Al-Maris, 2023); indicating that community involvement has a positive effect on people's perceptions of tourism's economic, socio-cultural, and environmental impacts. Community participation in tourism is vital for achieving sustainability goals, benefiting the local community and conserving the environment (Park, Lee, & Lee, 2017). Therefore, communities should actively engage in the decision making process, representation in organized groups, and working together to ensure successful tourism development.

The involvement of host communities (through supports) in sustainable tourism site development in Adamawa State cannot be neglected. However, experts like Ekop (2024) and Mohammad (2020) have emphasized the neglect of host communities in tourism development programmes, and inability of many tourism developers to keep to their promise. In most cases, this has resulted to suspicion among community members on the benefits and sustainability of tourism development activities in their environment. In addition, previous researches were not specifically done in Adamawa State. For example, the closest work was done by Akdu and Ödemiş (2018) on examining the impacts of tourism on Gumushane residents according to the Doxey Index. Like this work, the study used Doxey Index model covering euphoria (support), apathy, irritation and antagonitism as the major indicators of host community attitudes. However, the work was not done in Adamawa State and was not specifically on only support.

Chor, Ebu and Odey (2021) studied attitudes of local communities' activities towards tourism development in Obudu Ranch Resort. The work adopted Butler's (1980) indices of host community attitudes which include exploration, involvement, development, consolidation, stagnation, decline and rejuvenation. Though the study is closely related to both independent and dependent variables of this work, the study was not done in

Adamawa State. In all, the differences in variables (dependent and independent), indices and locations necessitated this study.

Objective of the Study

The main objective of the study is to examine the relationship between host communities support and sustainable tourism site development in Adamawa State, Nigeria. Other specific objectives of the study are to:

1. examine the relationship between host communities support and socio-cultural sustainability of tourism sites;
2. evaluate the association between host communities support and economic sustainability of tourism sites;
3. examine the extent to which host communities support connects with environmental sustainability of tourism sites;

Research Questions

Based on the objectives, the following research questions were formulated and used.

1. What is the relationship between host communities support and socio-cultural sustainability of tourism sites?
2. What is the association between host communities support and economic sustainability of tourism sites?
3. To what extent does host communities support connects with environmental sustainability of tourism sites?

Research Hypotheses

In line with the research objectives and questions, the following hypotheses are presented in null form.

Ho_1: There is no significant relationship between host communities support and socio-cultural sustainability of tourism sites.

Ho_2: Host communities support has no significantly association with economic sustainability of tourism sites

Ho_3: There is no significant connection between host communities support and environmental sustainability of tourism sites.

Scope of the Study

Content scope: The content scope focused on the relationship between host communities support and sustainable tourism site development in Adamawa State, Nigeria. Here, host communities support was used as independent variable and the dependent variable - sustainable tourism site development - was proxied

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with socio-cultural sustainability, environmental sustainability, and economic sustainability.

Geographical scope: The work looked at six major L.G.A. that have well known and registered tourism sites in Adamawa state.

The unit scope: The unit scope covered the entire community stakeholders, including youth leaders, women leaders, elders and traditional council in six (6) local governments of Adamawa state of Nigeria. Only host community members up to 18 years and above were used in the study.

Conceptual Review

The model below (see fig 1) explains the major variables and indicators for this study on host communities support and sustainable tourism site development.

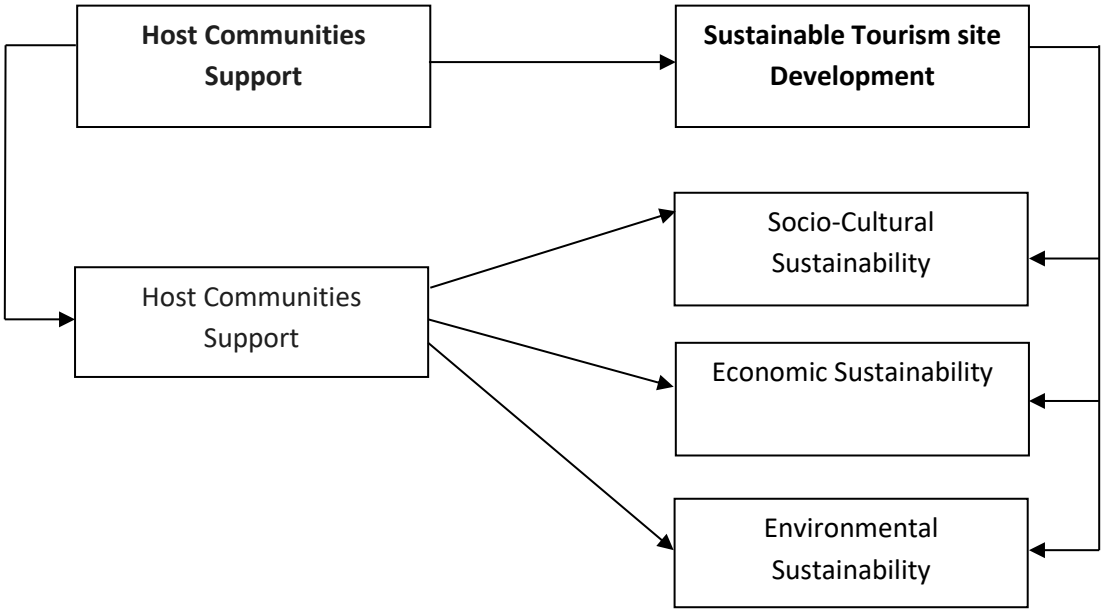

Fig. 1: Operational Conceptual Framework
Source: The Researcher, 2025

Support (euphoria)

This is the first stage of Doxey Irridex model. The model indicates that residents' attitudes toward tourism would change over time within a predictable one-way sequence. At this stage, the host community welcomes the tourism development plan with high level of happiness, joy and offers to give necessary supports. The people at this stage tend to welcome the tourism and the tourists with open hand and extreme happiness (Kinda, 2022; Geo-peters, 2023). Here, the local people have a very positive approach to tourism development in their environment. In the first stage, the population of the destination

might feel euphoric (a positive emotion) at the prospect of tourism in the area. The index suggests that this level is associated with the initial development of a destination as a tourist location – so there is a sense of excitement and anticipation, especially if there are plans to fund new developments in the area (Yoon, Gürsoy & Chen, 1999). At this point, residents have little/informal contact with tourists themselves; a lot of it might be hypothetical at this stage too. The support and involvement of local communities in the implementation of tourism is considered to be a solution for the environment and poverty problems [Bamidele & Akhimien, 2025]. Community involvement is also an important part of the realization of sustainable tourism. This is related to the rights of the community to be involved in the transformation of the surrounding environment into a tourist destination, as well as related to the rights and benefits of their involvement (Idris & Nurul, 2024). From this involvement, the community can help preserve existing cultural assets and contribute to protecting the environmental aspect as well.

Community support is crucial for successful and sustainable tourism development (Ayo & Uche, 2024). When local communities actively participate and benefit from tourism, it fosters a more positive environment for both residents and visitors. This support can manifest in various ways, including economic opportunities, cultural preservation, and a sense of ownership over the tourism experience. Community support is a community development tool that strengthens the ability of rural communities to attract tourism resources while ensuring the local community's participation (Ndee & Chiaka, 2018). This can help the local community in generating income, diversifying the local economy, preserving culture, conserving the environment and providing educational opportunities. In most cases, support leads to an exponential growth in the number of tourists, this will help the local community with alternative incomes, it becomes a poverty reduction tool, (Kinda, 2022). Community support to tourism needs to be approached in a systematic manner; from studying the suitability of the community to be involved in tourism to ensuring that community members are given the opportunity. There are vast opportunities for the coordination of this kind of tourism in developing countries through the creation of cooperatives and other forms of social association which provide different kinds of highly labor-intensive activities, (Kinda, 2022). In this sense, tourism is a very important tool in the fight against poverty.

Residents' perceptions and their support for the development of tourism are important issues of sustainable tourism development. The importance of including the residents' perception in the assessment of the effects of tourism development lies in the fact that the residents have highly aware of the role of government planning in the long-term protection of the environment(Ejemeyovwi, 2023). Perceptions are the ways in which individuals translate sensory data into meaningful information that can be used and acted upon.

Community members are directly affected by the development of tourism and contribute directly to its success or failure. According to Wondirad and Ewnetu (2024) the goals sought by the community and sustainable tourism efforts are similar, economic, social and environmental for present and future generations. Some believe that the sustainable development of tourism is at the very core of the notion of "community-based tourism". Also, it is important that the planning approach is captured by the dominant values that exist in the community and to the extent that these values are incorporated into the vision for the future (Ndee & Chiaka, 2018). Community-based tourism is associated with increased awareness of environmental and social responsibilities as well as the sustainability of tourism. Also, policies based on the strict implementation of top-down centralized decision-making for the protection of natural resources have not been successful. According to Geo-peters (2023) community-based tourism can be a remedy for many of the general ills of the industry fuelled by mass tourism. Solutions to the negative impacts of tourism are found in the common interest of the local community, tourism businesses, and tourists to preserve the natural assets and social heritage of the tourist destination. The term "Sustainable Tourism" is generally used in the tourism industry, the field of environment and community development. This term is influenced by the general concept of sustainable development, the characteristic of which can be said to be the minimization of the use of natural resources.

Concept of Tourism

Tourism can be described as a social, cultural and economic phenomenon that involves the temporary movement of individuals called - tourists to foreign countries or locations other than their original habitat for personal or professional purposes (The World Tourism Organization (WTO), 2018). Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for no more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (European Commission, 2002). Tourism is also a socio-economic phenomenon comprising of the activities and experiences of tourists and visitors away from their home environment, serviced by the travel and tourism industry and host destinations. The sum total of this activity, experience and services can be seen as the tourism product. Understanding the interrelationships between several parts of the system enables all tourism stakeholders to improve planning and management effectiveness and enhance the likelihood of success (UN, 2003). Given the definition of tourism by the World Tourism Organization (WTO) cited in Murphy (2017) as an activity involving the travels of persons to places outside their usual environment for not more than once for leisure, it is indicative of how such activities may benefit host and local economies and communities. It can be described as a social, cultural and economic

phenomenon that involves the temporary movement of individuals called - tourists to foreign countries or locations other than their original habitat for personal or professional purposes.

This is particularly the case as the notion of tourism has grown from the pursuit of the privileged few to the indulgence of the masses. Tourism involves a temporary and voluntary visit to a place away from home; hence it is a leisure activity (Przeclawski, 2015). During this visit a tourist has to interact with different people, who facilitate in different means in the tourism process. These facilitating people are the host community, who share a common culture with others in the same geography or network (Aref, Gill & Farshid, 2020). Indeed, tourism has a range of benefits both to the individual tourist, tourism organizations, and the local economies and communities in terms of employment, income, and enhancement to the quality of life (Besculides, Lee & McCormick, 2017; Oh, 2005). For some major tourist destinations, tourism has become a major alternative form of commodity export and a significant source of foreign exchange that allows internal and external trade balances to be reconciled. Tourism can be seen as a product in the form of services that can meet human needs and desires. This tourism can be categorized as a product or offer as stated by Kotler and Keller (2006) which "product is anything that can be offered to the market to satisfy a want or need". In this product concept includes physical goods, services, experiences, events, people, places, land, organizations, information and ideas. In this connection, tourism can be classified as services, events, experiences and places.

Sustainable Tourism site Development

The debate about sustainable tourism is largely influenced by the concept of sustainable development (Wondirad & Ewnetu, 2024). Sustainable tourism is a form of tourism, which meets the needs of tourist, the tourism industry and host communities today without compromising the ability of future generation to meet their own needs. Sustainable tourism as an emerging paradigm seems to enhance the existing conceptual frameworks on tourism planning and development by making the residents its focal point (Na'acha, Nachana'a, Achari, Nachaiya, Victoria, Anthony, Celestine and Festus, 2019). Sustainable tourism is tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and the host communities (United Nation World Tourism Organisation, 2000).

A central component of this paradigm is building relationships and alliances to strengthen the capacities of local communities and transform local economies in a sustainable way that is also good for the environment. Sustainable Tourism Development (STD) is defined as the pursuit of tourism activities that meet the needs of current tourists and host regions while safeguarding and enhancing opportunities for future generations. It

balances economic, environmental, and social objectives to minimize negative impacts and maximize long-term benefits (Wondirad & Ewnetu, 2024). Contemporary literature underscores the importance of community involvement, environmental stewardship, and cultural sensitivity as pillars of sustainable tourism, which not only preserves resources but also ensures that tourism contributes positively to the overall well-being of host communities. Sustainable tourism development is emerged as a key issue in the development agenda for the tourism industry in many developing countries (Tosun, 2023 & Fintiri-ni, 2024). Sustainability is an essentially contested subject. The concept is used to refer to a "balance" or "wise" use of resources. The concept of sustainable tourism has its roots in sustainable development. The term "Sustainable Tourism" is generally used in the tourism industry, the field of environment and community development. This term is influenced by the general concept of sustainable development, the characteristic of which can be said to be the minimization of the use of natural resources (Gidebo, 2024).

According to Ayeni and Ebohon (2012), the implementation of sustainable tourism principles requires making optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity; respecting the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance; and ensuring viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed (Cernea, 2021) including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation. The conservation and sustainable use of resources (whether natural, social and cultural) is crucial and makes long-term business sense.

The resources upon which tourism is based are of a built and/or natural type, tangible and/or intangible. They are also specific in kind, including local cultures, norms, traditions, landscapes, products. It follows that, in the specific field of tourism, much more than in other fields, man is an integral part of the environment and cannot be demoted to a simple nuisance factor (Wolfensohn, 2016). Residents are one of the key elements to improving the appeal of a tourism destination, because of their contribution to producing the resources and the so called hospitality atmosphere. The host communities, where for community one intends the ecosystem (of which man is an integral part) and the relative baggage of matured norms that regulate the relationship between man and the environment, are themselves a locally defined and non-reproducible "tourism product", and play a fundamental role in utilizing and "producing" nature.

Measures of Sustainable Tourism Development

In this study, sustainable tourism development was measured using economic sustainability, socio-cultural sustainability and environmental sustainability. They were discussed thus:

1. **Economic sustainability:** Economic sustainability means that tourism programmes in a community should encourage the economic good of host communities as it concerns employment of citizens, improved infrastructure for the host, improved trade and investment for the community and so on. Economic sustainability also implies a system of production that satisfies present consumption levels without compromising future needs (Lobo, Pietriga & Appert, 2015). An economically sustainable tourism system must be able to produce goods and services on a continuing basis, to maintain manageable levels of government and to avoid extreme sectoral imbalances which damage agricultural or industrial production.

   The economic variables in question include, but not limited to, creation of employment opportunities, stimulation of overall business activities, enhancement and protection of natural resources, revenue generation and financial capacity building, and other macroeconomic indices (Pizam, 2018). Tourism is an economic phenomenon because: it is a major industry and foreign currency earner; it is the basis of the growth of many transnational corporations and it accounts for a significant proportion of the annual disposable income. Tourism contributes to the economy of a country in various ways. The economic benefits of tourism include job creation, injection of income into the local economy through the multiplier effect, helping keep the local business viable, infrastructural development and attraction of the foreign direct investments among others (Jurowski, 2014). Conversely, the economic costs of tourism are as follows: many jobs are low paid and seasonal; opportunity costs; congestion; the need to invest in expensive infrastructure which may only be required for part of the year; over-dependence on tourism makes the host economy vulnerable.
2. **Socio-cultural sustainability:** Before any tourism activity starts in a community, the people already have acceptable and standard ways of lives which covered their culture, language, food, salutations, names, religion, and dressing etc (Summers, 2022). Also included are the leadership style, the family structure, the community institutions, and relationship with neighbouring communities. The community will not be happy if their social institutions are hampered by the tourism programmes. This means that tourists and tourism developers are not expected to do things that will negatively affects the legally acceptable culture and social system of the communities. In addition, social sustainability encompasses notions of equity, empowerment, accessibility, participation, cultural identity and institutional stability

(Daly, 2022). A socially sustainable system must achieve distributional equity, adequate provision of social services including health and education, gender equity, and political accountability and participation. The social dimension of tourism has been given less attention in the sustainable tourism debates, than the environmental impacts of tourism.

This is because the socio-cultural impacts of tourism usually occur slowly over time in an unspectacular fashion. They are also largely invisible and intangible. The social impact of tourism is usually permanent with little or no opportunity to reverse the changes once it has taken place. When the social impact of sustainable tourism has been considered the focus has normally been upon the host community (Cannan & Hennessy, 2019). There are a number of factors that determine whether or not the balance of socio-cultural impacts will be positive or negative in a particular location; they include: the strength and coherence of the local society and culture, the nature of tourism in the resort, the level of economic and social development of the host population in relation to the tourists, and the measures were taken by the public sector in the destination to manage tourism in ways which minimize the socio-cultural costs of tourism.

3. **Environmental sustainability:** Every community will like to maintain its ecological system including trees, stream/rivers, forest, and other unique nature of its environment. This implies that tourism development activities should not hamper the eco-system of the community, but contribute significantly to maintain it. The concept of environmental sustainability is about the natural environment and how it remains productive and resilient to support human life (Mensah, 2019). An environmentally sustainable tourism investment and development system must maintain a stable resource base, avoiding over-exploitation of renewable resource systems or environmental sink functions, and depleting non-renewable resources only to the extent that investment is made in adequate substitutes. This includes maintenance of biodiversity, atmospheric stability, and other ecosystem functions not ordinarily classed as economic resources.

   Protection or conservation of the ecosystem is one of the key principles of sustainable tourism site development. The principle emphasizes that there is the need to conserve the ecosystem because the limited means and resources on the earth cannot be enough for the unlimited needs of the people. According to Özel and Kozak (2017), over-exploitation of the resources has negative effects on the environment; hence, for development to be sustainable, exploitation of the natural resources must be within the carrying capacity of the earth. Contributing, Sinclair-Maragh and Gursoy (2016) argues that the protection of the environment is an essential part of sustainable development without adequate environment protection, development is

undermined; without development, resources will be inadequate for needed investments and environmental protection will fail. In other words, development activities must be carried out according to the capacity of the earth.

Doxey Irridex model

The Doxey Irridex model was developed in (1975). Basically, host attitudes towards tourism development have been extensively studied from diverse perspectives due to its essential role in tourism planning and development. The hosts hold varying attitudes towards tourism in different development stages of a destination. As the most frequently applied model in studies of host attitudes, Doxey (1975) proposed the Irridex model, which assumes that the responses of a community to tourism development depend on the social interrelations within the host community.

Host attitudes can be classified into four stages, namely, euphoria, apathy, irritation, and antagonism. At the beginning stage, the hosts are euphoric at the potential economic and social benefits brought by tourism development. However, as the development of the destination occurs and the number of tourists increases, host attitudes gradually become apathetic, annoyed and, eventually, antagonistic.

Resident-Tourist Emotional Solidarity theory

Durkherm's theory of emotional solidarity is mostly used to assess the relationship between residents and tourists (Durkheim, 1912, 1995). The theorists developed five dimensions to measure residents' attitudes towards tourism development, including welcoming nature, emotional closeness, sympathetic understanding, contributions to the community and support for tourism. When residents show their welcoming nature to tourists, they recognize the contribution of the tourists to the development of the destination. They are proud to have visitors. When residents and tourists are emotionally close, they may develop friendships. When residents show sympathetic understanding to tourists, they may acknowledge similarities. The theory of emotional solidarity explores residents' attitudes towards tourism by measuring the relationship between residents and tourists, which takes into account the factors of emotional changes. The emotional bonds between tourists and residents in Palau vary over time. The dynamic factors need to be monitored and inferred to reach the solution plan of sustainability.

The theorists also identified that economic benefits have the most direct impact on the attitude of local residents towards tourism. This is because tourism brings direct economic income and more employment opportunities to local residents. Here, residents who depend on tourism for their livelihood have a positive attitude towards the contribution of tourism industry to the destination, and a tolerant attitude towards the negative impact. In addition, when the destination entered the mature stage, community

residents were more sensitive to the negative environmental impacts of tourism. The most noteworthy proposition of social exchange theory is proposed to achieve win-win through mutual exchange, which is the ultimate goal of all tourism destinations.

Model of ecotourism

Ecotourism model encourage the preservation and conservation of community resources. The theory was developed by Denman 2001 and popularised by Yazdi, in (2012). The Ecotourism model states that host communities are offered economic benefits through tourism and such is done in protection of their natural environment. Preserving local tradition and the conservation of biodiversity can be seen as two of the more central objectives of the steadily growing ecotourism. Ecotourism projects involving local communities are often offered as opportunities to gain economic benefits while protecting the natural environment and cultural heritage of vulnerable areas. They are promoted as solutions to increase participation and more strongly integrate local people in development goals. When evaluating the obstacles, threats, failures and successes of these projects the attention is generally drawn to what the economic impact has been for the community and local people. However the economics is only one side of the story. As noble as the goals of ecotourism and especially community-based ecotourism may be and despite its great potential as a sustainable and profitable business for the locals, the other possible profits and losses that it causes need to be critically evaluated as well.

Local communities are confronted with new worldviews and ideas about livelihood and interacting with their surroundings at the tourism- indigenous intersection. The communities often hold a vast storage of local and indigenous knowledge that is being dipped into by outsiders seeking to amplify their own experience and understanding of these cultures. And it is not only the tourist that brings in new influences to local communities. The other stakeholders such as national and local government, other businesses, other indigenous communities and different institutions and organizations involved in conservation and preservation contribute to mixing the new with the traditional and autochthonous in protected areas promoting ecotourism. The traces left behind by this interplay in tourism are not only monetary but also cultural and may challenge the very basis of what and how the indigenous people know about the world. Conserving natural surroundings tends to be thought of as inherent to a traditional indigenous way of life. This is usually due to the fact that in order to protect indigenous culture and knowledge you need to protect the location where it was born; without the land there is no culture.

Therefore participation of indigenous communities in projects such as ecotourism, which aim to protect these cultures, is valuable and nowadays often also desired by the other parties involved. Yet community-based ecotourism cannot be seen as a "one-size-fits all"

model. The particular context of each project and the willingness of the communities to open up their lifestyles need to be taken into consideration to ensure the integrity of the projects. Many of the community-based ecotourism projects take place in remote, ecologically diverse and therefore highly vulnerable areas of the world. They are often protected areas and the last places where a community's intangible cultural heritage is nurtured and passed on. How ecotourism can be truly sustainably introduced to an area like this and what the role of the indigenous peoples should be needs careful examination. Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support system. In other words, sustainable tourism development is ecologically sustainable, economically viable as well as ethically and socially equitable. It respects the fragile environmental balance that characterizes many tourism destinations, particularly in environmentally sensitive areas; and it is based on a long term perspective.

Theory of Modernization

The modernization theory was propounded by Rostow Walt Whitman in 1960 (Mensah, 2019). The modernization theory of development distinguishes between two main categories of society in the world, namely the traditional and modern societies. The theory according to Mensah (2019) argues that the traditional societies are entangled by norms, beliefs and values which are hampering their development.

In this direction, the tourism development activities were brought in the community to achieve the modernisation objective. Here, tourism development was aimed at moving the community from the traditional and cultural tourism activities, to modern tourism activities. The goal is to make the community to reduce or stop emphasis on local tourism culture and encourage western tourism culture. To the modernisation theorists, in order to progress, the traditional societies must emulate the culture of modern societies which is characterised by western ways of life against African traditional ways of life. Basically, the theory assumes to improve the standard of living of traditional societies through economic growth by introducing modern ways of life which in itself contradict the traditional values. The modernisation theory has both positive and negative impact. It positive impact is that it introduces new tourism activities, with modern equipment, and encourages infrastructural development of the communities. However, its major negative impact is that it introduce and emphasised on western cultures, against the cultural values of the host communities.

Tourism Area Life Cycle Theory

The Tourism Area Life Cycle (TALC) theory, published by the Canadian geographer Richard Butler in 1980, describes a recognizable cycle of tourism areas development, divided into six specific stages (Moisescu, 2019). Butlers tourism area life cycle theory states the stages that a community or country goes through in its tourism lifetime; these include exploration stage, involvement stage, development stage, consolidation stage, as well as stagnation and decline stages. The theory is considered relevant to this study since it postulates that government invests in tourism in anticipation of its benefits to the economic wellbeing of the host communities and the country at large. According to Hanmaikyur, Igbe, Ucherwuhe, Diaka-Tingir, Nomwange and Aaver (2022), exploration stage is the stage where the number of tourists is little hence no major development. The tourists interact with the locals and utilise local products and services in the area. The second stage (involvement stage) involves the local community developing small-scale services and accommodations to cater for the needs of increasing numbers of tourists.

This stage does not attract government attention or interest in developing a strategy for tourism management. The tourists continue to interact with local residents and cultures as in the first stage. Development stage experiences a reduction in the traditional involvement of people in the community. As the number of tourists increase, government will begin to notice the tourism potential of the community. This will encourage the government to invest in the development of the area and government agencies will take over tourism management in the community. At this stage, every plan and step of the government is driven by the desire to make profit. The fourth stage (consolidation stage) involves mostly government agencies, where the visitors' influx reaches the peak and the community's facilities are stressed beyond elastic point. Pollution and anti-social behaviour begin to set in and the community loses almost all of its original appeal and culture.

From this stage, the people in the community begin to resent the tourists as tourism begins to affect the area negatively (Hanmaikyur, Igbe, Ucherwuhe, Diaka-Tingir, Nomwange & Aaver, 2022). Other stages which impact negatively to the host community include stagnation and decline stages. Since its publication in 1980, the TALC model development scheme was discovered in many parts of the world and is largely documented concept in the tourism studies (Moisescu, 2019). In the same time, it has been criticized on numerous occasions and its applicability was often questioned, mainly due to its simplicity which makes it difficult to distinguish between the different above-mentioned stages. In addition, the concept of carrying capacity which is critical in determining a destination's stage of development has also been criticized and often judged as imprecise and vague as it depends on what is being examined and could refer to the physical capacity (accommodation and number of beds), the environmental or psychological capacities of a destination. Butler's (1980) "Tourism Area Cycle of

Evolution" consists of six stages including "Exploration" stage that the touristic destination is discovered by the visitors; "Involvement" stage that the local people living in destination have increased their support and participation in the tourism; "Development" stage in which marketing activities are intensified and the number of visitors in the destination is increasing; "Consolidation" stage which increase in the number of visitors decreases; "Stagnation" stage that the number of visitors has reached its peak, the carrying capacity has begun to be exceeded and the negative impacts of tourism have begun to emerge; "Decline" stage in which the attractiveness of the destination and the number of visitors starts to decrease after the stagnation stage or "Rejuvenation" stage that the destination has been completely renewed and started to be popular again.

Doxey Irritation Index Model

This research is anchored on Doxey Irritation Index model. In his irritation index developed in 1975; Doxey suggested that local people who had positive perspective of tourism in the beginning started to have negative perspective of tourism activities due to the rapid development of the tourism industry and negative aspects of tourism. Doxey model is in four basic stages. In the first stage, local people meet tourism with euphoria (support). In the second stage, local people perceive tourism activities that begin turning into an economic activity as a routine activity and develop apathy towards tourism. In the third stage, local people who are exposed to negative social, cultural, economic and environmental impacts of tourism begin to develop an irritation towards tourism activities and tourists. In the final stage, the aforementioned negative impacts of tourism on local people gradually increase. In this stage, local people develop an antagonism towards tourism activities and tourists (Faulkner & Tideswell, 1997 and Filiz & Yılmaz, 2017).

In this model that was presented by Doxey (1975), it is stated that negative impacts of tourism gradually increase especially in the maturation stage. According to the Doxey Index, local people are among the stakeholders that are mostly affected by positive and negative impacts of tourism. Within the frame of this model; it may be suggested that people may have different perspective of tourism in regions where tourism has different levels of development (Brunt & Courtney, 2019; Sharpley, 2014). The main aim of this model is to reduce the potential negative impacts of tourism and to provide that tourism activities are sustainable in order to ensure that businesses, local people and visitors see the least harm from the negative impacts of tourism with the attracting attention of tourism planners, local and national authorities and tourism decision makers.

For Euphoria (support), Doxey Irritation Index model states that every tourism potential community in most cases show positive behaviour to tourism developers, during the early period of tourism process. The host community therefore welcome the tourism and the

tourists with positive support with believe that such support will lead to socio-cultural sustainability, environmental sustainability, and economic sustainability for the community.

For apathy, Doxey Irritation Index model is very relevant for the study. After the earlier support to welcome the tourism programme, the relationship between the tourism developers and the community continue to grow because of improved economic benefits (like employment of the host community members, improve infrastructure, and trade relations). On this the community remain effective in there interaction with the tourism developers. Here, the negative impact of the tourism developers on socio-cultural sustainability, environmental sustainability, and economic sustainability are not yet well known to the host communities.

For Irritation (Annoyance), the Doxey Irritation Index model stipulates that the tourism developers has stated paying attention to their business profitability, and started neglecting the socio-cultural aspects of the community, environmental impact of their action and programmes to the community, and the economic impact is then seen as very low and ineffective in solving the community problems. For that, the host starts to withdraw their supports and now see the community as opposing their community values and development.

Doxey Irritation Index model also explains the challenges in antagonism. At this level the community totally withdraws their supports to tourism developers and starts to antagonise them to leave their community. This is based on contradictions between what the tourism developers promised the communities and what they are doing in reality. Here, the community is seeing negative impact of the tourism developers on the socio-cultural, environmental and economic aspects of the community.

Empirical Review

Bamidele and Akhimien (2025) studied factor influencing community support to tourism development in Edo State. Survey research design approach was used. Pearson Product Moment Correlation Analysis was used to analyze the gathered data. Based on the results gathered, it was found that employment of host community members, and environmental/cultural support are the major factors influencing community support to tourism development in Edo State.

Ibrahim and Ayoh (2025) studied community euphoria and impact on the tourism development in Benue State. The survey was completed by a total of 342 local residents. Data were collected through interview and analysed using ANOVA. It found that economic impact is a major factor encouraging euphoria.

In addition, Orgaz-Agüera, Castellanos-Verdugo, Acosta Guzmán, Cobeña and Oviedo-García (2024) examined the mediating effects of community support for sustainable tourism, community attachment, involvement, and environmental attitudes. The study

revealed that, environmental attitudes of residents are essential for the sustainability of natural resources. A total of 722 structured questionnaires to residents of the city of Santiago de los Caballeros gathered information about community attachment, environmental activity, support for tourism, perceptions, and involvement toward the natural resources of the Yaquedel Norte River (the longest of the Dominican Republic). The results, using partial least squares, showed the relevant relations between the variables researched and offer a new framework on which to reflect, for the assessment of the relations between community attachment and support for sustainable tourism, together with the involvement and the attitudes of the community.

Idris, and Nurul (2024) focused on Local Community Support for Sustainable Tourism Development at Sunan Giri's Tomb Mutiara Dewi. The tomb of Sunan Giri is a religious based tourism that uses sustainable tourism principles. This research uses qualitative approach with a descriptive type of research. Data was obtained from direct interviews and observation. ANOVA was used for analysis. The results showed that the community around Sunan Giri's tomb support the development, either in a direct or indirect way. The type of support is different based on level of development. Community involvement in tourism development has an impact on economic, social and cultural aspects, as well as the environment in a sustainable way.

Ayo and Uche (2024) focused on host community impact and economic sustainability of tourism development in Ile-Ife, Osun State, Nigeria. Data for the study were collected from personal survey and the random administration of questionnaires on respondents in the four Local Government Areas in Ile-Ife and analyzed qualitatively. Data analysis was done using ANOVA. Results from this study showed that poor tourism economic impact is based on low level of community supports.

Wondirad and Ewnetu (2024) examined community participation in Dinsho area of Bale Mountains National Park, South-Eastern Ethiopia. Arnstein's citizen participation model was employed to better understand the extent of community participation in the tourism development process, while stakeholder theory was adopted to gain a deeper insight regarding the interests of stakeholders along with the corresponding management strategies. Findings revealed that in Dinsho, the extant community participation corresponds to non-participation continuum where citizens are simply deceived by pseudo and tokenistic participation which led to inequitable benefit-sharing.

Ejemeyovwi (2023) in a study titled "evaluating community euphoria and tourism potentials for site development tourism along River Ethiope, Abraka, Nigeria". It aimed at ascertaining the extent of community tourism support and environmental potentials of site locations for tourism development using four (4) sites and forty (40) environmental features. The primary data sources used include oral interview and administration of questionnaires. Student's t-test was used for data analysis. Result obtained showed that

the extent of community support is high, and that undeveloped and natural site emerged most highly rated in environmental potentials for tourism site development compared to underdeveloped or highly developed sites.

Geo-peters (2023) focused on analysis of apathy in Doxey Irridex model in tourism sites in Accra, Ghana. The work used structured interview, and data were analysed using ANCOVA. It was found that tourism initiative improve commercial and economic activities within the host community and such add values to continued community supports to tourism development.

Kinda (2022) focused on Doxey's Euphoria and tourism supports in selected tourism areas in Ghana. The work used cross sectional research approach, and primary data were collected and analysis using multi regression statistics. The study found that there is high level of public acceptance and supports to tourism development at earlier level of tourism programme.

Ndee and Chiaka (2018) examined host community support and its impact on tourism development in Rivers State. Survey research design was employed by the researchers and questionnaire served as the instrument of data collection. The data collected were presented in tables and analysed using T-test. The result indicated that sustainable tourism development depends on community supports. .

Park, Lee, and Lee, (2017) studied Residents' attitudes toward future tourism development in terms of community well-being and attachment. Focusing on the case of Gamcheon Culture Village in Busan, South Korea, this was developed during an urban regeneration project in 2009. An exploratory factor analysis was conducted. The main findings of this study are: (1) CWB is supported by five variables including income effects, social participation, safety service, infrastructure service, and environmental effect; (2) not only does CWB influence community attachment but attachment also effects residents' attitudes; and (3) the most effective variable of CWB is income effect, and safety service for community attachment.

Tagowa (2010) focused on community support and rural tourism as a factor of sustainable development: a case study of Sukur World Heritage site in Adamawa State, North-eastern Nigeria. The study used primary data through questionnaire and interview, and data were analyzed using analysis of variance (ANOVA). Research findings have shown a positive relationship between the involvement of local communities in destination planning and management and their perceptions of tourism.

Research Gap

Based on the empirical studies, it could be seen that:

1. **Gap on the topic:** No previous study known to the researcher covered the exact topic of this work. Some of the past studies covered other related aspects of this work, not on the exact independent and dependent variables.
2. **Gap on Location:** Some of the past studies were done outside Nigeria; thereby show no interest in Nigeria. To the best of my knowledge, no study used Adamawa state as a focal point.
3. **Indicators:** No previous study known to the researcher used the exact indices employed in the objective of this work in both independent and dependent variables.

Research Design

In this study, survey design was used. Survey research design is a research approach which focused on the use of primary data (Asika, 2008). Survey was used because it is very suitable for this study as the researcher collected data through questionnaire.

Population of the Study

The population of this study is made up of the six (6) local governments (two local government areas from each senatorial zone) in Adamawa State. The people of the 6 local government areas are 1,579,600 in all (**Source:** National Population Commission, 2022 Population Projection). The local government areas are Guyuk Local Government Area 272,200 and Lamurde Local Government Area 235,600 (for Adamawa South Senatorial Zone). Guyuk Local Government Area and Lamurde Local Government Area were used because of Larga pond at Bobini, Elephant House, Ruwan Zafi (Lamurde Hot Spring) and the **Farai Park** which are tourists' attraction centres. Also, we have Madagali Local Government Area 208,400 and Michika Local Governments Area 239,400 (for Adamawa North Senatorial Zone).

The two LGAs were used because of the existence of tourism sites like Sukur Kingdom, two rocks near Old Palace of Hamman Yaji, **Kamale peak and Kwandree cold spring water.** Finally, we have Fufore Local Government Area 323,000 and Song Local Government Area 301,000 for Adamawa Central Senatorial Zone). The above two LGAs was used because of their tourism attraction like **Yadim Waterfalls, Sella Negis Waterfalls, Bagale and Shaffa, Jauole lakes, Rural landscape, and t**hree Sisters Rocks. Only LGAs with tourism sites were selected for the study. The population is presented in the table below.

Table 1: The population of the local government areas used.

S/N	LGAs	Tourism Sites	2022 Projected Population of the LGA of people above 18yrs
1	Guyuk Local Government Area	Larga pond at Bobini, Elephant House	272,200
2	Lamurde Local Government Area	Ruwan Zafi(Lamurde Hot Spring), The **Farai Park..**	235,600
3	Madagali Local Government Area	Sukur Kingdom, two rocks near Old Palace of Hamman Yaji	208,400
4	Michika Local Governments Area	**Kamale peak, Kwandree cold spring water**	239,400
5	Fufore Local Government Area	**Yadim Waterfalls, Sella Negis Waterfalls, Bagale and Shaffa Jauole lakes, Rural landscape**	323,000
6	Song Local Government Area	Three Sisters Rocks	301,000
	Total		**1,579,600**

Sources: NPC, 2022 Projection; Adamawa State Ministry of Culture and Tourism, 2024.

Sample Size Determinations

The Researcher used Taro Yamane's formula for getting sample size.

$$n = \frac{N}{1 + N(e)^2}$$

Where

n = sample size
N = population
1 = constant
e^2 = error of significance

$$n = \frac{1,579,600}{1+1,579,600(0.05)^2}$$

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$$n = \frac{1{,}579{,}600}{1+1{,}579{,}600(0.0025)}$$

$$n = \frac{1{,}579{,}600}{1+3{,}949}$$

$$n = \frac{1{,}579{,}600}{3950}$$

$$n = \frac{1{,}579{,}600}{56414.5}$$

$$n = 399.9$$

Approximately = 400

The sample size (n) = 400

Sampling Technique

The researcher applied purposive sampling technique so as to select respondents who can effectively respond to the questionnaire. To do justice to the work, the researcher selected host community members including women leaders, youth leaders, business people, government employees, media practitioners, elders' council, traditional rulers/council, and other community representatives within the communities where the tourism sites are located. The reason for using purposive sampling technique is to enable the researcher to personally use her own judgement in selecting people who are in the position to provide answers to the questionnaire. This is also involve with the formula given by Ukabuilu (2013), where the R= f (C.I.Y), where C= class of people interviewed, I = Independent knowledge of the respondents, Y = years of experience.

Instrument for Data Collection

The questionnaire was the major instrument of primary data. The use of questionnaire was employed to gather necessary and relevant data from the respondents. The questionnaires have two sections, A and B. Section A served as the personal information of the respondents and section B is the subject matter of the research. The questionnaire was used because of its benefits and advantages in easy data collection, data analysis and variable identification. In this case, likert four point scale was used to rate the level of respondents agreements' or disagreements with each attribute. The points are assigned in the following manner:

i. A respondent that strongly agreed to the point (SA) scored 4 points

ii. A respondent that agreed (A) scored 3 points
iii. A respondent that disagreed (D) scored 2 points
iv. A respondent that strongly disagreed (SD) scored 1 point

Validity of Research Instrument

Content and face validity methods was employed. The questionnaires were shown to the supervisors and other experts in the Faculty of Management Sciences for corrections and for their inputs. The instructions, suggestion and recommendations from the experts were fully followed before the questionnaire was distributed.

Reliability of Research Instrument

For this research, test re-test exercise was consulted through Cronbach Alpha. Basically, the Cronbach Alpha reliability test method is suitable in determining the reliability of a research instrument in which the researcher wants to establish the extent of reliability of each proxy in an empirical investigation. Here, the instrument was administered to forty (40) host community members (in tourism centres in Kaduna State) who were not included in the sample used for the main study. After two weeks interval, the researcher re-administered the instrument to the same group of persons to check for internal consistency. The responses received from the two administrations were tested for reliability using the Cronbach Alpha reliability test method. According to Asika, (2008), the formula for computing the Cronbach's alpha is given as:

$$\alpha = \frac{k \times \bar{c}}{\bar{v} + (k-1)\,\bar{c}}$$

Where k = the number of scale items
c $\bar{=}$ the average of all covariance's between items
v $\bar{=}$ the average variance of each item.

The Cronbach's alpha (α) is computed using the SPSS software program version 23.0. The result of the Cronbach Alpha reliability test is shown in table 2 below:

Table 2: Result of the reliability test.

Study Variables	Dimensions/Measures	No. of Items	Alpha Coefficient
Support (euphoria)	Support (euphoria)	5	0.832

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Sustainable tourism site development	Socio-Cultural Sustainability	5	0.851
	Economic Sustainability	5	0.784
	Environmental Sustainability	5	0.818
	Number of item/Average	**4**	**0.821**

Source: Field Survey, 2025

In all, the reliability average based on the result obtained above is 0.821. From the results, it can be observed that reliability coefficients of all the study variables/indicators are greater than 0.7. According to Asika, 2008), a reliability value of above 0.7 is considered adequate. Since all the reliability coefficients of all the sub-variables were up to 0.7 and above, it then means that the research instrument is reliable.

Method of Data Analysis

The data collected in this study were analysed using simple percentage, bar chart, mean statistics and tested with Pearson Product Moment Correlation Coefficient (PPMCC) at 0.05 level of significance through Statistical Package for Social Sciences (SPSS version 23.0). Simple percentage and bar chart was used to analyse the percentage responses of the respondents on bio-data and first section of the thematic issue. Mean statistic was used to determine the level of agreement and disagreement of the respondents in each questionnaire item for construct variables (the subject matter in the objectives). More so, Pearson Product Moment Correlation Coefficient (PPMCC) at 0.05 level of significance through Statistical Package for Social Sciences (SPSS version 23.0) was used to test the hypotheses.

Decision Rule

1. For mean score: The researcher adopted a cut off point of 2.50 mean score. Thus, any response/attribute with a mean score up to 2.50 and above is accepted and below 2.50 is rejected.
2. For Pearson statistics: Alvin and Ronald (2010) stated that the decision rules for Pearson Product Moment Correlation Coefficient (PPMCC) through Statistical Package for Social Sciences (SPSS) are as follows:

Value of Correlation Coefficient	Relationship Interpretation
0.00 - 0.199	Very weak relationship
0.200 - 0.399	Weak relationship
0.400 - 0.599	Moderate relationship

0.500 - 0.799	Strong relationship
0.800 - 1.00	Very strong relationship

Source: Research Gate

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

In this section, the researcher presented the data collected and analysed the data using specified statistical techniques. In addition, 380 questionnaire were retrieved out of the 400 questionnaire distributed.

Questionnaire Analysis

Table 0: Questionnaire distributed and returned

Option	Frequency	Percentage
Number of copies of structured questionnaire distributed	400	100
Number returned	380	95
Number not returned	20	5
Total	**380**	**100**

Source: Field Survey (2025).

The table above shows that of the 400(100%) copies of the questionnaire distributed to the respondents, 380(95%) copies were duly completed and returned while 20(5%) copies of the questionnaire were not returned.

Section A: Personal Data

Table 1: Gender distribution of the respondents.

Options	No of Responses	% of Responses
Male	200	52.6
Female	180	47.4
Total	**380**	**100**

Source: Field Survey (2025).

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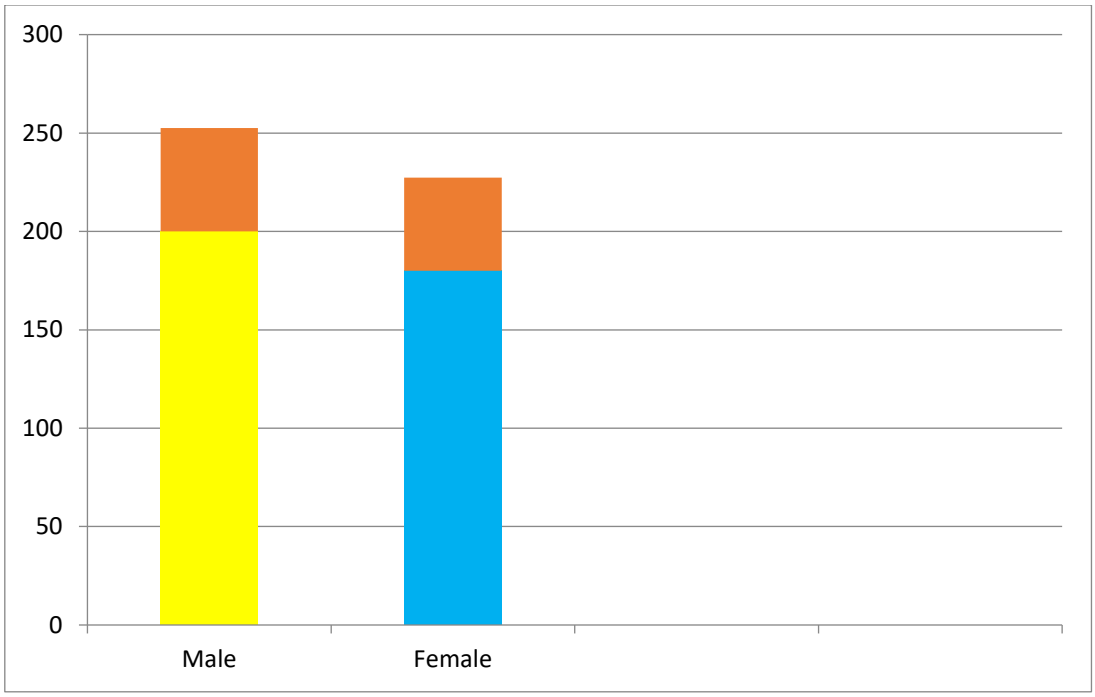


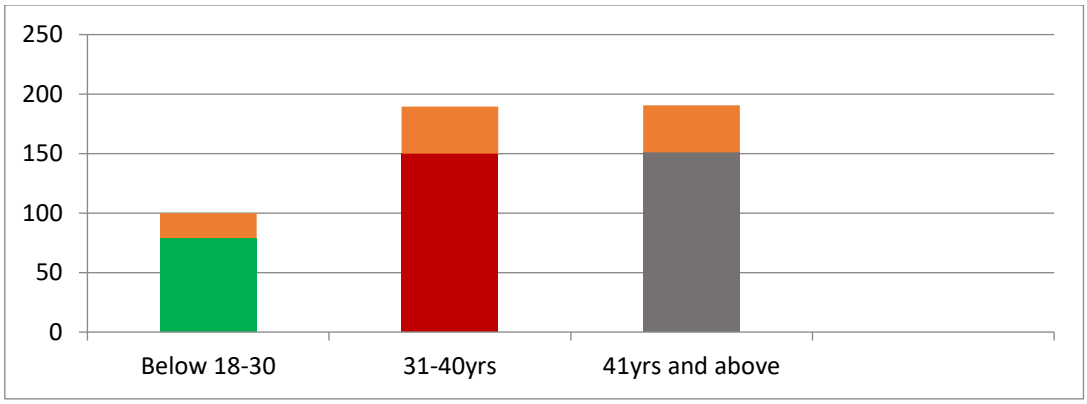
Source: Field Survey (2025).

Table 1 shows that 200(52.6%) of the respondents were males and 180(47.4%) of the respondents were females. This indicates that both males and females were duly represented

Table 2: Age distribution of the respondents.

Options	No of Responses	% of Responses
Between 18-30	79	20.8
31-40yrs	150	39.5
41yrs and above	151	39.7
Total	**380**	**100**

Source: Field Survey (2025).



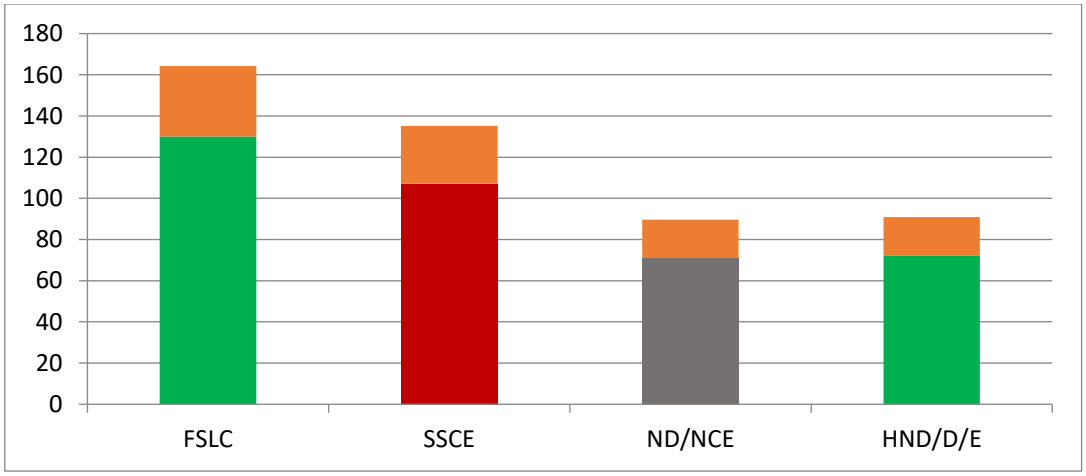
Source: Field Survey (2025).

From the table above, 79(20.8%) of the respondents are between the age of 18-30 years while 150(39.5%) of the respondents are between the age of 31-40years and 151(39.7%) of the respondents are between the age of 41years and above. This shows that most of the respondent are aged enough to know what is happening.

Table 3: Distribution of respondents by academic qualification

Options	No of Responses	% of Responses
FSLC	130	34.2
SSCE	107	28.2
ND/NCE	71	18.7
HND, Degree and Equivalent	72	18.9
Total	**380**	**100**

Source: Field Survey (2025).



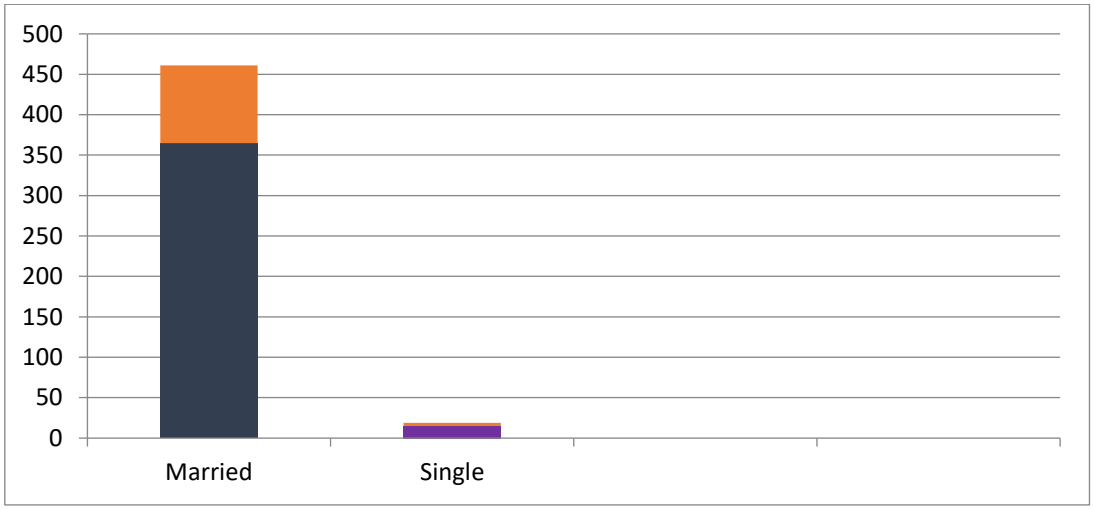
Source: Field Survey (2025).

It could be seen from the table above that 130(34.2%) of the respondents are in FSLC, 107(28.2%) of the respondents are in SSCE while 71(18.7%) of the respondents are in ND/NCE, while 72(18.9%) of the respondents are in HND, Degree and Equivalent. This indicates that majority of the respondents have first school leaving certificate (FSLC) and secondary school certificate examination (SSCE).

Table 4: Marital status distribution of the respondents

Options	No of Responses	% of Responses
Married	365	96.1
Single	15	3.9
Total	**380**	**100**

Source: Field Survey (2025).



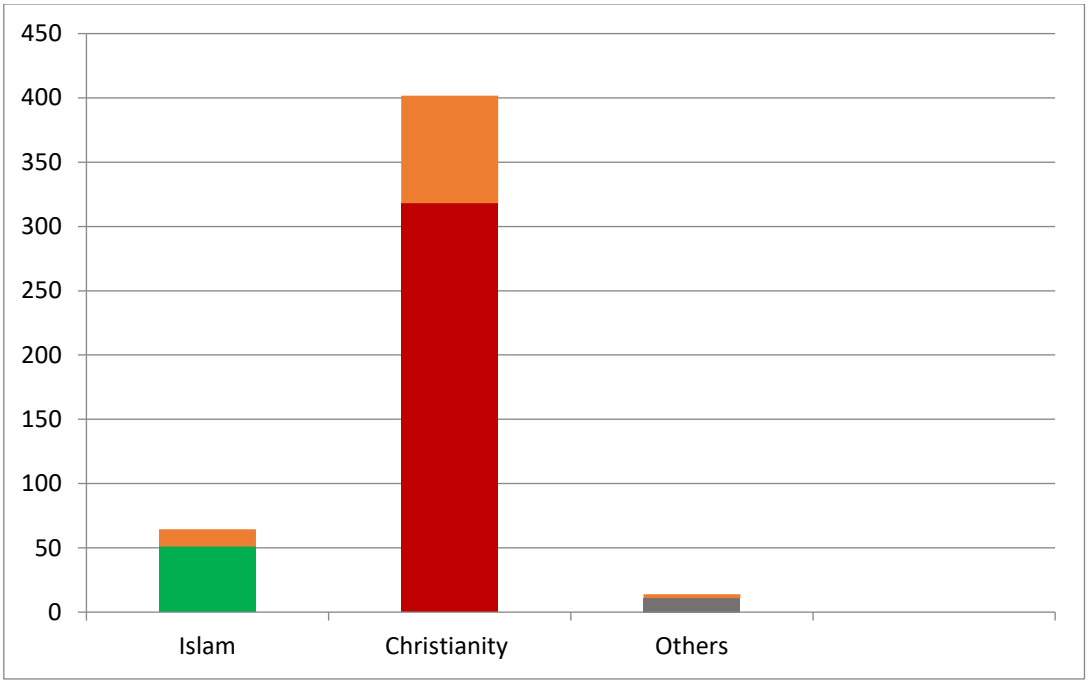
Source: Field Survey (2025).

According to table 4 above, 365(96.1%) of the respondents were married whereas 15(3.9%) of the respondents were single. This shows that almost all the respondents are married.

Table 5: Religion distribution of the respondents

Options	No of Responses	% of Responses
Islam	51	13.4
Christianity	318	83.7
Others	11	2.9
Total	**380**	**100**

Source: Field Survey (2025).



Source: Field Survey (2025).

From the table above, 51(13.4%) of the respondents are Muslim, 318(83.7%) of the respondents are Christians while 11(2.9%) of the respondents are others. This indicates that majority of the respondents are Christians.

Section B: The Subject Matter

Table 6: Support Constructs

S/N	Questionnaire Items	SA (4)	A (3)	D (2)	SD (1)	N	∑X	$\bar{X}$	Dec.
1	I was happy to welcome the tourism and tourists in our community	200 (52.63%)	150 (39.47%)	14 (3.68%)	16 (4.21%)	380 (100%)	1294	3.4	Positive
2	I enjoy interacting with tourists	190 (50%)	140 (36.84%)	30 (7.89%)	20 (5.26%)	380 (100%)	1260	3.3	Positive
3	I believed the tourism investment will bring more development to the community	240 (63.16%)	90 (23.68%)	32 (8.42%)	18 (4.74%)	380 (100%)	1312	3.5	Positive

4	I encouraged our community members to give support for the tourism activity to start for our own benefits	234 (61.58%)	129 (33.95%)	9 (2.37%)	8 (2.11%)	380 (100%)	1349	3.6	Positive
5	I have developed friendship with tourists	228 (60%)	145 (38.16%)	4 (1.05%)	3 (0.79%)	380 (100%)	1358	3.6	Positive
	Grand mean							**3.5**	

Source: Field Survey (2025).

From the analysis, it shows that all items that measured the construct on support indicator yielded a positive result. Since the grand mean is 3.5, it can therefore be concluded that support is crucial in determining the success and sustainability of tourism activities.

SUSTAINABLE TOURISM SITE DEVELOPMENT (dependent variable)

Table 7: Socio-Cultural Sustainability Constructs

S/N	Questionnaire Items	SA (4)	A (3)	D (2)	SD (1)	N	∑X	$\bar{X}$	Dec.
1	Our local language has been sustained notwithstanding the tourism development	248 (65.26%)	125 (32.89%)	5 (1.32%)	2 (0.53%)	380 (100%)	1379	3.6	Positive
2	Our community has preserve our religion even in the development of tourism activities	192 (50.53%)	170 (44.74%)	10 (2.63%)	8 (2.11%)	380 (100%)	1306	3.4	Positive
3	Our community members have continued to eat our local food even as the tourism activity is going on	226 (59.47%)	130 (34.21%)	14 (3.68%)	10 (2.63%)	380 (100%)	1332	3.5	Positive

4	The dressing styles and social live of our community members have remain the same as the tourism activities is going on	157 (41.32 %)	173 (45.53 %)	30 (7.89%)	20 (5.26%)	380 (100%)	1227	3.2	Positive
5	The life style of the tourists have not influenced our community youths	44 (11.58 %)	35 (9.21%)	100 (26.32 %)	201 (52. 89%)	380 (100%)	682	1.8	Negative
	Grand mean							**3.1**	

Source: Field Survey (2025).

Based on the analysis, it shows that not all items that measured the construct on Socio-Cultural Sustainability yielded a positive result. Since the grand mean is 3.1 indicates that the community feels that tourism activities are having a somewhat positive impact on their socio-cultural well-being.

Table 8: Economic Sustainability Constructs

S/N	Questionnaire Items	SA (4)	A (3)	D (2)	SD (1)	N	∑X	$\bar{X}$	Dec.
1	Tourism investors pay some tax to our community	234 (61.58 %)	129 (33.95 %)	9 (2.37%)	8 (2.11%)	380 (100%)	1349	3.6	Positive
2	tourism investors have made our youths to secure job in the site	211 (55.53 %)	121 (31.84 %)	29 (7.63%)	19 (5%)	380 (100%)	1284	3.4	Positive
3	Tourism has helped to boost trade and economic relations and investment in our community	188 (49.47 %)	119 (31.32 %)	45 (11.84 %)	28 (7.37%)	380 (100%)	1227	3.2	Positive

4	the tourism programme has brought many economic benefits with its challenges to our community	75 (19.74 %)	100 (26.32 %)	105 (27.63 %)	100 (26.32 %)	380 (100%)	910	2.4	Negative
5	Some of our community members have received social and economic supports from tourism investment	139 (36.58 %)	160 (42.11 %)	45 (11.84 %)	36 (9.47%)	380 (100%)	1162	3.1	Positive
	Grand mean							**3.1**	

Source: Field Survey (2025).

Based on the analysis, it shows that not all items that measured the construct on economic sustainability yielded a positive result. Since the grand mean is 3.1, it indicates that tourism is having a somewhat positive economic impact on the community.

Table 9: Environmental Sustainability constructs

S/N	Questionnaire Items	SA (4)	A (3)	D (2)	SD (1)	N	∑X	$\bar{X}$	Dec.
1	Our community has witnessed environmental damage from the tourism activities	170 (44.74 %)	164 (43.16 %)	29 (7.63%)	17 (4.47%)	380 (100%)	1249	3.3	Positive
2	The tourism investment encourage land, air, and water pollution	178 (46.84 %)	160 (42.11 %)	32 (8.42%)	10 (2.6%)	380 (100%)	1266	3.3	Positive
3	The tourism investment is contributing very little to the community environmental maintenance	130 (34.21 %)	125 (32.89 %)	50 (13.16 %)	75 (19.74 %)	380 (100%)	1070	2.8	Positive

4	There is no positive environmental benefits which the tourism has brought to our community	62 (16.32 %)	60 (15.79 %)	122 (32.11%)	136 (35.79 %)	380 (100%)	808	2.1	Negative
5	Our communal road has been negatively affected based on tourism development	52 (13.68 %)	60 (15.79 %)	102 (26.84 %)	166 (43.68 %)	380 (100%)	758	2.0	Negative
	Grand mean							**2.7**	

Source: Field Survey (2025).

Based on the analysis, it shows that not all items that measured the construct on environmental sustainability yielded a positive result. Since the grand mean is 2.7 indicates that the community has a noticeable level of concern regarding the environmental impact of tourism, indicating that environmental issues are apparent.

Testing of Research Hypotheses

Restatement of Hypothesis One

Ho_1: There is no significant relationship between host communities support and socio-cultural sustainability of tourism sites.

To test the hypothesis one, data in Tables 6 and 7 were used.

Hi_1	**There is significant relationship between host communities support and socio-cultural sustainability of tourism sites.**	**Pearson Correlation= 0.873** **Critical value = 0.05** **P –Value 0.000** **N = 380** **Grand Mean for table 6= 3.5** **Grand mean for table 7 = 3.1** **General mean = 3.3**	Accepted

Source: Data in Tables 6 and 7

With reference to hypothesis one, the Pearson correlation coefficient (r) result was obtained as 0.873 (and general mean of 3.3) with a corresponding P-value of 0.000. Since

the P-value of 0.000 is less the critical value of 0.05, we reject the null hypothesis and accept the alternative hypothesis inferring that there is significant relationship between host communities support and socio-cultural sustainability of tourism sites.

Restatement of Hypothesis Two

Ho_2: Host communities support has no significantly association with economic sustainability of tourism sites

To test the hypothesis two above, data in Tables 6 and 8 were used.

Hi_2	**Host communities support significantly associate with economic sustainability of tourism sites**	**Pearson Correlation = 0.873** **Critical value = 0.05** **P –Value 0.000** **N = 380** **Grand Mean for table 6= 3.5** **Grand Mean for table 8= 3.1** **General mean = 3.3**	Accepted

Source: Data in Tables 6 and 8

With reference to hypothesis two, the Pearson correlation coefficient (r) result was obtained as 0.873 (and general mean of 3.3) with a corresponding P-value of 0.000. Since the P-value of 0.000 is less the critical value of 0.05, we reject the null hypothesis and accept the alternative hypothesis inferring that host communities support significantly associates with economic sustainability of tourism sites.

Restatement of Hypothesis Three

Ho_3: There is no significant connection between host communities support and environmental sustainability of tourism sites.

For the test of hypothesis three, data in Tables 6 and 9 were used.

Hi_3	**There is significant connection between host communities support and environmental sustainability of tourism sites**	**Pearson Correlation = 0.831** **Critical value = 0.05** **P –Value 0.000** **N = 380** **Grand Mean for table 6= 3.5** **Grand Mean for table 9= 2.7** **General mean = 3.1**	Accepted

Source: Data in Tables 6 and 9

With reference to hypothesis three, the Pearson correlation coefficient (r) result was obtained as 0.831 (and general mean of 3.1) with a corresponding P-value of 0.000. Since the P-value of 0.000 is less the critical value of 0.05, we reject the null hypothesis and

accept the alternative hypothesis inferring that there is significant connection between host communities support and environmental sustainability of tourism sites.

Summary table result for hypotheses testing.

S/N	Hypotheses	Statistical Tools Applied (Software Results)	Decision Rule
Hi_1	There is significant relationship between host communities support and socio-cultural sustainability of tourism sites	Pearson Correlation= 0.873 Critical value = 0.05 P –Value 0.000 N = 380 Grand Mean for table 6= 3.5 Grand mean for table 7 = 3.1 General mean = 3.3	**Accepted**
Hi_2	Host Communities support significantly associate with economic sustainability of tourism sites	Pearson Correlation = 0.873 Critical value = 0.05 P –Value 0.000 N = 380 Grand Mean for table 6= 3.5 Grand Mean for table 8= 3.1 General mean = 3.3	**Accepted**
Hi_3	There is significant connection between host communities support and environmental sustainability of tourism sites	Pearson Correlation = 0.831 Critical value = 0.05 P –Value 0.000 N = 380 Grand Mean for table 6= 3.5 Grand Mean for table 9= 2.7 General mean = 3.1	**Accepted**

Discussions of Findings

For hypothesis one, it was observed that there is significant relationship between host communities support and socio-cultural sustainability of tourism sites. The Pearson results gave 0.873 and the general mean is 3.3. The above result was supported by Ibrahim and Musa (2025) since they stated that communities support is crucial for sustainable tourism development as it ensures that tourism benefits local residents, protects the environment, and preserves cultural heritage. In a research by Orgaz-Agüera et al, (2024) on mediating effect of community support for tourism stated that community involvement in planning, management, and monitoring of tourism activities leads to more sustainable and responsible practices. This support translates into economic benefits, improved quality of life, and increased awareness of environmental and social responsibilities within the community.

For the hypothesis two, it was revealed that host communities support significantly associate with economic sustainability of tourism sites. The Pearson results gave 0.873 and the general mean of 3.3. In a research by Asa, Tjizumaue, Campbell & Nautwima, (2022), they collaborated the above result by stating that at the stage of euphoria (support), the community concentrate on what they will gain from the tourism investment, with little or no emphasis on the negative outcome of the tourism investment activities. Local people have a very positive approach to tourism development in their environment and such is the reason for their unconditional support. Uslu, Alagöz and Güneş (2020) noted that it is only when the implementation of the tourism development starts that community members began to perceive the negative side of the tourism activities. community support is a vital component of sustainable tourism development, ensuring that tourism benefits both investors, local communities and the environment, while creating a more positive and memorable experience for tourists.

In the hypothesis three, this work revealed that there is significant connection between host communities support and environmental sustainability of tourism sites. The Pearson results gave 0.831 and the general mean is 3.1. Most African communities welcome investors very warmly. The major reason is that they believe that the investment programme will help to transform their community as it concerns infrastructural and social development. This situation applies to communities with attractive tourism development sites. In line with the above findings, Anisa, Edlyn, Kartika and Yusri (2023) asserted that it is based on manpower benefits, employment benefits, infrastructural development benefits, and social transformations that made communities to support tourism site development in their areas. These community supports can only be sustained if the tourism business adheres to the environmental friendly programmes and give the community the social cultural and economic supports. Local communities can offer tourists more authentic and culturally rich experiences by sharing their knowledge and traditions, leading to increased tourist satisfaction (Iftikhar, Pinglu, Ullah & Ullah, 2022). Community involvement in tourism can foster positive relationships between residents and visitors, leading to a more welcoming and enjoyable experience for tourists.

Finding in Relation with the Theory

This study was anchored on Doxey Irritation Index Model, and there is need to explain the findings of this study in relation with the theory adopted.

1. For the hypothesis one, it was discovered that there is significant relationship between host communities support and socio-cultural sustainability of tourism sites. This result is in line with the Doxey Irritation Index Model because the theory stipulates that at the early stage of tourism development programme the people

usually give their support for tourism activities. The people believed that the tourism activities will add value to their socio-cultural development.

2. For the hypothesis two, it was discovered that host communities support significantly associates with economic sustainability of tourism sites. This result collaborated with the theory adopted because at the early stage of tourism activities the people in most cases enjoy economic benefit like employment and social amenities and such informed their support for the tourism programme.
3. For the hypothesis three, it was discovered that host communities support significantly connects with environmental sustainability of tourism sites. The above result support Doxey Irritation Index Model which this work was anchored on. In this direction community support at the early stage of tourism is inevitable because the community believe that the tourism programme will help to add value to their environmental sustainability hence the high level of tourism impact to tourism growth.

Conclusion

The contributions of host communities' positive attitudes on sustainable tourism site development in Nigeria in general and in Adamawa State in particular cannot be neglected. This is so because the sustainability of tourism investment in any community depends on host community/stakeholders supports.

During the early stage of the tourism development, both the community and tourism developers work harmoniously and promoted socio-economic development of each parties; hence the issue of support to the tourism programme. At the first stage, the community benefit economically since some of the host community members gained employment in the site, and there is more economic and business activities in the community.

However, the inability of the tourism development activity to continue impacting positively to the host community leads to community opposition, i.e, apathy, irritation, and antagonism. At this level, the host community will no longer support tourism development because of the negative socio-economic, cultural impact which is not favourable to the community. Here, the host will even want the tourist to stop further investment and to leave their community.

It was concluded that the achievement of sustainable tourism site development depends on host community supports.

Recommendations

Based on the findings from the study, the following recommendations were made:

1. The host community should carry out deep enquiries on previous investment of the tourism organisation(s) so as to determine the extent of their performance and know if to give them support or not.
2. host community members should show apathy or les support to tourism development organisation which refuse to support environmental sustainability in tourism sites;
3. there is need for reorientation of tourism site developers on the need to encourage economic sustainability of tourism sites;

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