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# RESIDENT'S ATTITUDES TOWARDS THE IMPACTS FROM TOURISM DEVELOPMENT IN SUKUR, MADAGALI, ADAMAWA STATE

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## Abstract

The development of tourist destinations and thereafter, the patronage and flow of tourists to such areas generate impacts. These effects are much felt and seen in the destination region, where tourists interact with the local environment, economy, culture and society of the visited area. The interaction trigger off local perceptions and subsequent attitudes of the locals toward tourism development and visitors at large. This research identified the attitude of the locals towards tourism on Sukur World Heritage Site. Data were collected through 373 questionnaires distributed to a stratified sample of local residents who are randomly selected within each stratum. 297 questionnaires were returned and analysed. The study found out that tourism development in Sukur has provided more benefits than cost; with the strongest and most favourable perceptions found to be the increase recognition of the local cultural heritage and increased residents' pride in local culture. The local community has thereby generated strong positive attitudes to tourism development.

**Keywords:** Residents, Attitudes, Impact, Tourism, Development

## Introduction

The sociocultural doings of tourism whether it take place within the state or through the boundary, brings about an interchange of numerous fundamental resources occasioning in the generation of monetary activities. As a result, tourism contributes to the state's economy in countless ways (Sohrab & Shah, 2023). The influence of tourism activity to economic monetary progression and extension has long been recognised and acknowledged. Internationally, the tourism industry is one of the key subdivisions of the global economy that contributes tremendously to employment, produces huge earnings, and stimulates economic prosperity. Tourism industry is also one of the fastest-growing sectors (Ismail, Zainordin & Aziz, 2023). In many nations, in the present day, most particularly the unindustrialized nations, tourism segment has been acknowledged as one of the favoured economic sectors, which will serve as an additional or substitute to already prevailing economic sectors of that nation (Alhaji, Abubakar & Philip,2023).

Tourism is usually understood to be the contact between cultures, traditions, values and behaviours. Tourism is considered a structure where locals and tourists can learn better about from themselves, through direct contact. Again, tourism requires local communities to be more responsive and educated to provide quality services to tourists. In addition, interactions between locals and tourists generates the emergence of new ideas, values and motivations for social and economic progress (Paul, 2016). People Perceptions and attitudes towards diverse impacts of tourism have been widely studied since the 1970s. Most researches have centred on how different sections of local communities respond to tourism impacts differently(Tosun, 2002). As also



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cited by Williams and Lawson (2001) in recent times the tourism impacts on host governments and residents has been a growing area of study as it has become extensively acknowledged that developers and business owners should take the opinions of the host community into consideration if the development is to be sustainable in the long run.

Perez and Nadal (2005) are of the view that the successful introduction of new policies is put in peril if development is designed and organised without the knowledge and backing from the host community. Local residents' support for tourism have been advocated that it is an essential prerequisite for the sustainability of any tourist destination (Shen, Yang & Geng, 2022). For this, knowledge of local perceptions and the elements that influence these attitudes is necessary if successful tourism policies are to be accomplished. There are many reasons why resident reaction to tourism is important, some of which is the quality of life of the local community and tourism businesses may be hindered or stopped by extreme negative resident sentiment toward the development. Study of the consequences of resident attitudes to tourism can help developers. If the reason of residents' support or oppose of the industry is understood, it will assist in selecting those developments that can reduce negative social impacts and increase support for such alternatives. As such, quality of life for residents can be improved, or at least maintained(Williams & Lawson, 2001).

A few models have been produced to comprehend inhabitants' discernments and demeanours towards tourism development ( Hadinejad, et all, 2019; Brida, Chiappa, Melenddu, & Pulina, 2012). The residents' attitudes and perceptions are best explained using the Doxey index of residents of irritation. As indicated by Weaver and Oppermann (2000) Doxey has proposed a model of resident irritation, or irridex, in 1976 to portray this development of local attitudes. Doxey's Irritation Index is one of the earliest models that has been extensively employed and tested. The irridex model explains the relationship between local residents and visitors over time. In short, when the number of tourists has increased over time, a greater resentment of local residents towards visitors would appear. The local residents would change their attitudes towards visitors over time going through several stages (Soontayatron, 2010). Doxey recognizes four phases in the development procedure which help decide when social effects are most possibly to happen (Gartner, 1996). Doxey's Irridex index demonstrates that the relationship between the resident community and vacationers goes from euphoria to stage of apathy, annoyance and, at last, antagonism as tourism development continues (Brida et al., 2012).

The development and achievement of Sukur World Heritage Site as a cultural and natural landscape offers tourism attractions for both domestic and international tourists. These have exposed the Sukur kingdom to various impacts that arise from tourism development. Development of infrastructure facilities Such as road, chalets, a mini museum and celebration of annual Yewal cultural festival in grand style are some of the early benefits witnessed in the destination. This study therefore examines the residents' attitudes towards tourism development in Sukur and it is accepted by the local community or people.

Since tourism is fruitful industry, there is need for efficient and effective planning, developments, managements, preservation, conservation and maintenance of available potentials and the existing infrastructures that will attract more tourists both at national and international levels and to maintain a successful relationship between the hosts and tourists.

The study was aimed at examining the host community's attitudes and to identify the prevailing views of the resident; with attempt to measure whether the residents' attitude is favourable or unfavourable. In comprehensive terms, the investigation hypothesised that there is favourable residents' attitudes towards tourism development.

## METHODOLOGY

### Study Area

Sukur World Heritage Site is the initial World Heritage Site (WHS) in Nigeria and it is the premier Cultural Landscape in Africa as declared by UNESCO in 1999. Sukur was enlisted as Nigeria's first Site on the world heritage list in December 1999. Sukur landscape lies on the Nigerian side of the Mandara Cameroun borderlands on an undulating plateau ranging from 1000 to 3045 feet above sea level with coordinates of

10°44'26N and 13°34'19E. It is located 25km west of Mokolo in the Cameroun and 17km south west of Madagali in Adamawa State of Nigeria (National Commission for Museums and Monuments, 2011). The area designated covers a total landmass of 764.40 hectares, thus comprised the physical landscape, the vegetation and its environments, the fauna and flora and all cultural components that is tangible and intangible, movable and immovable, on the high plateau and the adjoining lowlands (Aliyu, 2002). The cultural features of Sukur Kingdom as identified by the NCMM, (2011) are: the Hidi's palace, stone walls, stone paved walkways, vernacular architecture, traditional graveyards, shrines and ceramic alters, bull fattening pens, iron smelting furnace.

**Population and Sample Size of the Study**

The Sukur, as at when this research was conducted as 13,397 people; this includes all the residents of Sukur World Heritage Site community (host community) in the two Sukur settlements; hilltop and lowland settlements (core and buffer zones). 373 questionnaires were distributed by the aid of an research assistant to the two Sukur settlements(core and buffer zones) accordingly for their responses. The study, utilizes quantitative approach, a stratified sample is chosen to reach all the strata of settlement within the core and buffer zones. The selected sample gives information that represents the assessment of the populace in a pure survey. 373 sample size was obtained from the Krejcie and Morgan (1970) sample size table. Therefore, based on those results, the suitable sample size arrived at for this study is 373 respondents.

**Method of Data Collection**

Stratified random sampling was adopted to make possible or achieve the purpose of the investigation and making sure that the individual sub frames in the study area are represented accordingly. Sukur World Heritage community is segmented into two main groups: the core and the buffer zones of the plateau (hilltop) settlements and the lowland settlements. Therefore, the stratification of the research is based on these sub frames.

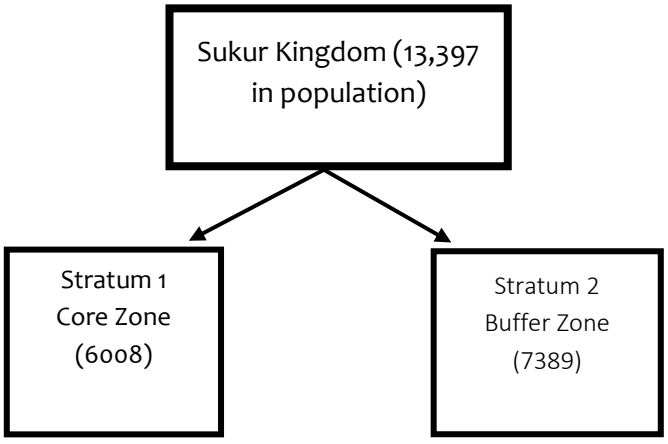



Table 1: *Stratum 1: Core Zone*

| S/N | Settlements | Population |
|---|---|---|
| 1 | Dugum | 613 |
| 2 | Girndahwa | 492 |
| 3 | Duv Dagwa | 698 |
| 4 | Dazza | 540 |
| 5 | Guzka | 562 |
| 6 | Gwafak | 662 |

| | | |
|---|---|---|
| **7** | Dalak | 682 |
| **8** | Dzivuk | 320 |
| **9** | Fah | 472 |
| **10** | Gwassa | 400 |
| **11** | Kiggi | 330 |
| **12** | Muva | 237 |
| | Total | 6008 |

Table 2: *Stratum 2: Buffer Zone*

| S/N | Settlements | Population |
|---|---|---|
| **1** | Rugudum 1 | 497 |
| **2** | Rugudum 2 | 326 |
| **3** | Dlanduv | 626 |
| **4** | Muvilim | 725 |
| **5** | Mbuth | 420 |
| **6** | Midling | 200 |
| **7** | Mataka A | 740 |
| **8** | Mataka B | 629 |
| **9** | Mafer | 531 |
| **10** | Damai Kasa | 642 |
| **11** | Tokya | 515 |
| **12** | Tiksu | 778 |
| **13** | Damai | 310 |
| **14** | Kurang | 450 |
| | Total | 7389 |

**RESULTS AND DISCUSSION**

A descriptive analysis of the data collected was carried out to determine the mean score and the standard deviation. The result of the analysis is presented below:

Table 3: Descriptive Analysis for local residents' attitudes towards impact of tourism development Respondents' Attitudes (n=297)

| Item No | Item | Mean (M) | SD |
|---|---|---|---|
| **1** | I demand for heritage programmes and exhibitions | 3.872 | **0.9711** |
| **2** | I wish to see tourism become an important aspect of my community | 4.502 | **0.6834** |
| **3** | I support appropriate tourism development | 4.300 | **0.7405** |
| **4** | I welcome any new tourism development in the community | 4.249 | **0.7657** |
| **5** | I tolerate inconveniences cause by tourism | 3.636 | **1.0213** |
| **6** | I encourage local residents' spirit of hospitality | 4.108 | **0.7939** |
| **7** | I participate in creating awareness about tourism development | 3.956 | **0.8511** |
| **8** | I participated in events and programmes that entertain tourists | 4.037 | **0.8066** |
| **9** | I had developed friendship with tourists | 3.811 | **0.8331** |
| **10** | I like interacting with tourists | 4.027 | **0.8459** |
| **11** | Like learning about tourists' culture | 4.111 | **0.8583** |
| **12** | Encourage tourists to make a return visits | 4.172 | **0.9268** |
| **13** | Would like to welcome more numbers of tourists in our community | 4.350 | **0.8807** |

| | | | |
|---|---|---|---|
| **14** | I like tourists to be treated like the locals | 3.963 | **1.0664** |
| **15** | Generally, am in support of the tourism industry in my community | 4.640 | **0.6986** |
| | **Overall** | **4.116** | **0.850** |

Table 3 indicates the means (*m*), standard deviation (*SD*) and the overall mean for the residents' attitudes responses. The highest means among the items were: *m* = 4.640 for item 15: 'Generally, am in support of the tourism industry in my community' with *SD* = 0.699; follow by *m* = 4.502 for item 2: 'I wish to see tourism become an important aspect of my community' with *SD* = 0.683; follow by *m* = 4.350 for item 13: 'Would like to welcome more numbers of tourists in our community' with *SD* = 0.881; then *m* = 4.300 for item 3: 'I support appropriate tourism development' with *SD* = 0.741; and; *m* = 4.249 for the item 4: 'I welcome any new tourism development in the community' with *SD* = 0.766.

The lowest means among the items are: *m* = 3.636 for item 5: 'I tolerate inconveniences cause by tourism' with *SD* = 1.021; followed by *m* = 3.811, for item 9: 'I had developed friendship with tourists' with *SD* = 0.833; then *m* = 3.872, for the item 1: 'I demand for heritage programmes and exhibitions' with *SD* = 0.971; next is *m* = 3.956 for the item 7: 'I participate in creating awareness about tourism development' with *SD* = 0.851; and *m* = 3.963 for the item 14: 'I like tourists to be treated like the locals' with *SD* = 1.066. Therefore, the overall means for residents' attitudes towards tourism development is 4.116 and the *SD* = 0.850 which revealed that residents have developed strong agreed attitudes towards tourism development in Sukur.

The findings of this study generally indicate that positive attitudes have been generated by the residents towards tourism development. The highest majority of the residents are in support of tourism being an important industry in the community. The finding tends to support the fact that the residents' perceptions have an influence on the attitudes exhibited by the locals towards tourism.

## CONCLUSION

The local community has a very important role to play when it comes to tourism development, management and sustenance of tourism activities in every destination. Their attitudes depend on their perception of tourists and the opportunities that evolved from tourism development in the destination. In planning for development, the government and other stakeholders (National Commission for Museums and Monuments etc.) must include the host community in the developmental process in order to ensure a positive acceptance and attitude towards tourism activities in the destination.

## RECOMMENDATIONS

Base on the findings of this study, the following recommendations were offered with a view to increase the sustainability of tourism development and activities in Sukur.

- The government and other private tourism enterprises should ensure that relevant measures are taking to maintain and protect the tourist resource for future significance.
- The tourism development in the area is in an early stage, thereby, limiting the negative effects. Therefore, concerns should not only be focused on the economic gains or benefits; rather, the sustainability of the whole site.
- There should be timely monitoring or regular assessment of impacts of tourism development and related activities. These, will give earlier signal to any cost or issue that may affects residents euphoric attitude to tourism development and the tourists.

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