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

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Abstract

This study examined the relationship between host communities antagonism and sustainable tourism site development in Adamawa State, Nigeria. The purpose was to examine the application of Doxey Index model in Adamawa State, Nigeria. The study was anchored on Host Community's Support Model. The work adopted survey method and primary data were used to collect information 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 was 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 communities antagonism and socio-cultural sustainability in tourism sites, there is significant association between host communities' antagonism and economic sustainability in tourism sites and host communities antagonism significantly connects with environmental sustainability of tourism sites. This study concluded that the achievement of sustainable tourism site development depends on host community support; hence the need for the tourism developers to always encourage socio-cultural sustainability, economic sustainability, and environmental sustainability. It was recommended that host community antagonism

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to tourism site development should based on poor economic sustainability impact such as inability of the tourism organisation to employ host community members in its higher cadre, inability of the tourism firm to contribute to road infrastructure, electricity, and other aspects of development.

Introduction

Tourism development cannot achieve its objective without the impact of host community members. Here, the correlation between host community attitudes and sustainable tourist site development is inherently entangled, since the effectiveness of tourist efforts mostly relies on the attitudes and involvement of the local community (Na'acha, Nachana'a, Achari, Nachaiya, Victoria, Anthony, Celestine and Festus, 2019; Awodele & Ayeni, 2019). According to Vargas-Sánchez, Valle, Costa Mendes and Silva, (2015), tourism development sites normally start on a good and acceptable ground, and such led to community euphoria and apathy attitudes in support of the tourism activities. However, as time move on, as the tourism activity got stable and secured within the environment, their initial behaviour change against the host community, hence, the issue of irritation and antagonism. Therefore, this study focused on examining the extent antagonism (the last stage of the Doxey's Irritation Index) relates with sustainable tourism site development. It is good to emphasize here that the Doxey's Irritation Index has four basic stages which include euphoria (support), apathy, irritation (annoyance) and antagonism. However, our focal point in this study is on antagonism. Before the stage of antagonism, the community has offered support for tourism development through euphoria and apathy. The community has started withdrawing their support through irritation and then the antagonism stipulates that the community do not in any way support the tourism development programmes. Stylidis, (2023) and Fintiri-ni, (2024) stated that at the stage of antagonism, the people start full opposition to the tourism and tourist. The people totally change their positive attitude to negative attitudes against the tourism since the perceived negative socio-cultural impact, economic impact, and environmental impact of the tourism programme. This is as result of the fact that the tourism developers have deviated from their earlier promises to the communities and the communities now see them as the major factor affecting their socio-economic, environmental and cultural development.

The major reason why the community starts to show antagonism to the tourism developers is because they see that the activities of the tourism programmes do not or no longer encourage their sustainable development in the community. Thi and Duyen (2021) was of the view that when the community view tourism as beneficial (i.e. euphoria, and apathy stages) that improves their standard of living and safeguards their cultural and

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natural assets, they are more inclined to adopt behaviours that support long-term sustainability. However, such support can be withdrawn when the tourism development go against socio-cultural, environmental, and economic development of the community. This work used socio-cultural development, economic development and environmental development to measure sustainable site development. Socio-cultural development covered issues relating to the social and cultural lives of the host communities which include their language, dressing, religion, tradition, and so on. The economic sustainability covers issues of the economic lives of the people as it relates to their major occupations, employment levels, income status, and infrastructural development. Environmental sustainability entails that every community will like to maintain its ecological system including trees, stream/ rivers, forest and other unique nature of its environment.

In all, the success of tourism in achieving sustainable development goals depends on the extent to which the local community perceives the benefits of tourism and is willing to engage in sustainable practices. Based on that, this study focused on host communities antagonism and sustainable tourism site development in Adamawa State, Nigeria.

Statement of the Problem

According to the National Bureau of Statistics (2022), Adamawa State has one of the highest poverty rates in Nigeria with over 75% of the population living below the poverty line. In addition, Adamawa State is one of the most potential tourism areas in Nigeria which has not developed as it ought to be. So, the issues of employment generation, reduction of poverty rate, economic and social development are likely to be achieved in Adamawa State if sustainable tourism site development is achieved. However, it is unfortunate that most attempt at enhancing tourism site development have not offered positive results because of the poor relationship between the host communities and tourism developers in Adamawa state (Tagowa, 2010). Tagowa, (2010) stated that the host communities of Sukur cultural landscape (World Heritage site) in Adamawa State in most cases has offered needed support in form of euphoria and apathy to encourage tourism. But the end has regularly been very poor as the people usually complaint about tourism developers and tourists interference on the local culture, low economic benefits for the host (eg employment of the host community members in only lower cadre of the tourism organisation), and environmental degradation etc. The above issues are the major factors leading to antagonism against the tourism developers and tourists.

More so, previous researches were not specifically done in Adamawa State. For example, the closest work was done by Ekop (2024) who investigated interests of tourists and impact on the host community of Elegushi Beach, Lagos State. More so, Mohammad (2020) focused on the host community perception towards the impact of tourism in Lebanon. 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 antagonism and sustainable tourism site development in Adamawa State, Nigeria. Other specific objectives of the study are to:

1. evaluate the relationship between host communities antagonism and socio-cultural sustainability in tourism sites;
2. evaluate the association between host communities antagonism and economic sustainability in tourism sites; and
3. examine the extent host communities antagonism 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 antagonism and socio-cultural sustainability in tourism sites?
2. What is the association between host communities antagonism and economic sustainability in tourism sites?
3. To what extent does host communities antagonism significantly 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 antagonism and socio-cultural sustainability in tourism sites.

Ho_2: There is no significant association between host communities antagonism and economic sustainability in tourism sites.

Ho_3: Host communities' antagonism has no significantly connection with environmental sustainability of tourism sites.

Scope of the Study

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

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government areas and the tourism sites is because the tourism sites are well known, there are less security challenges in the areas and the researcher can have access to the community members.

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 antagonism and sustainable tourism site development.

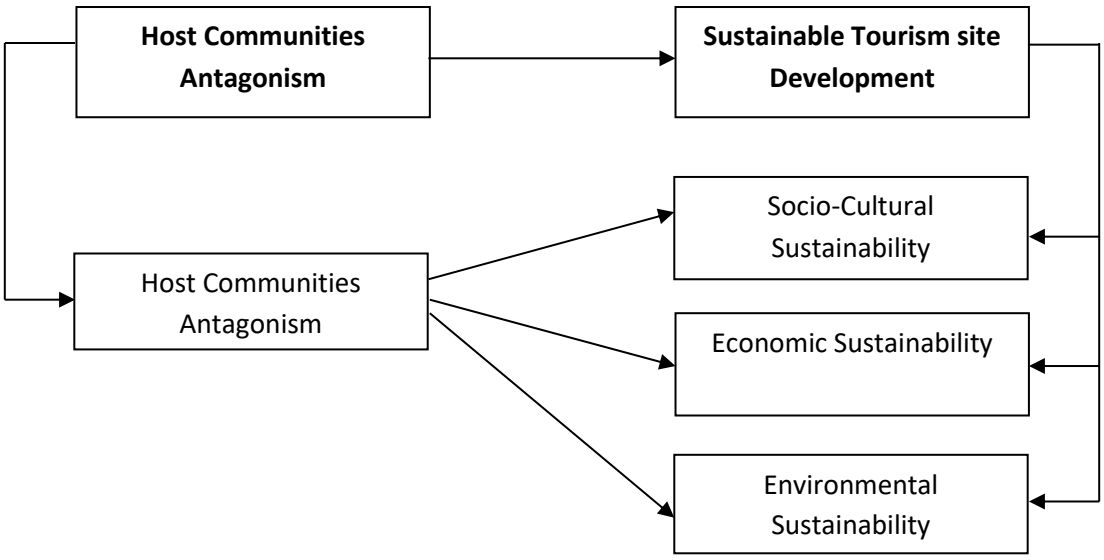


Fig. 1: Operational Conceptual Framework
Source: The Researcher, 2025

Antagonism

This is the last stage of Doxey Irridex model. The model indicates that residents' attitudes toward tourism would change over time within a predictable one-way sequence. According to Akdu & Ödemiş, (2018), this stage is when things are at their worst – residents are actually expressing their withdrawal of support to tourism development. Here, tourists are seen as the root of any problems occurring in an area. The people began to express their anger, and unhappy about the tourism and the tourists (Fintiri-ni, 2024 & Zakky, 2023). Any negative thing within the community, they tend to blame it at the tourism activities. They see the tourism activities as negative and against their ethical lives; hence they began to withdraw their supports.

Community antagonism towards tourism development arises when local residents feel marginalized or negatively impacted by tourism activities (Tjizumaue, 2022). This can manifest as resentment, resistance, or even outright hostility towards tourists and the industry itself. It often stems from a perception that the benefits of tourism are not shared equitably, or that tourism has introduced negative social, economic, or environmental consequences (Zaffar, 2025). Community antagonism significantly hinders tourism development in Nigeria. It can manifest as resistance to tourism projects, leading to delays or cancellations, and can negatively impact the overall tourist experience. This antagonism often stems from a lack of community involvement in the planning and decision-making processes, leading to feelings of marginalization and resentment. Locals may feel that tourism development primarily benefits outsiders (investors, tour operators) while they receive minimal returns or face increased costs (e.g., rising prices, displacement).

Tourism can lead to increased crime, prostitution, or the erosion of local culture and traditions as communities adapt to cater to tourists (Zakky, 2023). Tourism development can strain natural resources, damage ecosystems, and increase pollution, particularly in areas with weak environmental regulations. When communities are not involved in the planning and decision-making processes related to tourism development, they may feel their voices are unheard and their concerns are ignored. Tourism development can lead to displacement of local residents from their land or restrict their access to traditional resources like beaches or forests (Elan & Elan, 2024).When tourism jobs are low-paying or seasonal, or when local businesses struggle to compete with larger tourism enterprises, communities may feel exploited rather than empowered. When tourism development is poorly planned or regulated, it can lead to negative consequences and exacerbate existing inequalities.

In all, the following should be noted, thus:

1. Community antagonism can manifest as protests, roadblocks, or even violence, making it difficult and risky to develop tourism infrastructure and attractions.
2. This resistance can delay or halt projects, impacting investor confidence and discouraging further development (Elan & Elan, 2024).
3. Examples include instances where communities have opposed the establishment of resorts or tourist facilities due to concerns about land acquisition, environmental damage, or cultural disruption.
4. Community antagonism can create an unwelcoming atmosphere for tourists, leading to a negative perception of the destination.
5. Incidents of harassment, petty theft, or general hostility towards tourists can deter repeat visits and discourage others from travelling to the area (Akem & Sogunro, 2024).

6. This can result in a decline in tourist numbers, impacting local businesses and the overall economy.
7. Some communities may oppose tourism due to concerns about the potential for cultural commodification and the erosion of their traditional values and way of life.
8. Tourism development can lead to the commercialization of cultural practices, transforming them into mere attractions for tourists, which can be seen as disrespectful.
9. This can create a sense of loss and resentment among community members, leading to a negative attitude towards tourism (Akem & Sogunro, 2024).
10. Community antagonism can also hinder the development of necessary infrastructure like roads, transportation, and accommodation facilities.
11. When communities are resistant to tourism, they may be less willing to cooperate with authorities in developing the necessary infrastructure.
12. This lack of infrastructure can make it difficult for tourists to access attractions and enjoy a comfortable and convenient experience.
13. A major factor contributing to community antagonism is the lack of meaningful community participation in tourism planning and decision-making.
14. When communities feel excluded from the process, they are more likely to view tourism development with suspicion and resentment (Elan & Elan, 2024).
15. Ensuring community involvement in all stages of tourism development, from planning to implementation and management, is crucial to fostering a sense of ownership and support.
16. In conclusion, community antagonism is a significant challenge for tourism development in Nigeria. Addressing this challenge requires a multi-faceted approach.

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, 2010). 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 concept of sustainability was formally recognized by the World Commission on Environment and Development (WCED) in 1987 which defined sustainable practices as those that "meet the goals of the present without compromising the ability of future generations to meet their own needs" (Gössling, Hall & Scott, 2022; Saarinen, 2023). "Sustainable tourism" has been defined in different ways, but with similar meanings. The 2030 Agenda for Sustainable Development emphasizes that tourism has the potential to contribute to all seventeen goals, either directly or indirectly. UNWTO and the United Nations Development Programme (UNDP) outline the role of the tourism industry in achieving the 17 sustainable development goals (WTO, 2017). The development of sustainable tourism aims at the protection of natural resources, natural heritage, and

biodiversity; socio-economic benefits distributed fairly for all interest groups; employment and opportunities to benefit from income and social services for the host community improving its livelihood; respecting the socio-cultural authenticity of the host communities, the cultural heritage of life and traditional values; understanding and tolerance between different cultures; a high level of tourism satisfaction by providing a meaningful experience for tourists; awareness of sustainability issues and promotion of sustainable tourism practices.

The development of sustainable tourism requires the broad participation of all interest groups and the building of consensus for the planning and development of the destination. According to Gidebo (2024), many strategies have been promoted to achieve this, such as: attracting market segments that give more to tourism; improvement of services that increase the length of stay of tourists; improving the quality of tourism and diversifying the tourist product to increase visitor spending; expansion of the parties that benefit from tourism in the tourist destination; improving the infrastructure and increasing the planned profit; encouraging the participation of residents in decision-making for the development of tourism; expanding educational opportunities for the public in terms of nature protection (Murphy, 2017); reducing the seasonality of tourism; skills development and training; protection of tourist resources and improvement of special qualities of the landscape; establishing standards for tourist services; development of programs for the protection and safety of tourists and the community; promoting responsibility for the protection of the environment and resources on which the development of tourism is based.

Nowadays, it is important to clarify whether the residents in the study area support sustainable development strategies. Sustainable tourism is defined as all forms of activities, management and development of tourism that preserve natural, economic and social integrity and guarantee maintenance of natural and cultural resources. The World Tourism Organization (WTO, 2014) defines sustainable tourism to mean tourism that takes its present and future social, economic and environmental impacts, taking into cognizance the tourists' needs, the needs of the industry, the government and host communities concerned. Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments (Iwona, 2022). Sustainable tourism development can clearly create opportunities for spreading the economic benefits of tourism to villages, remote areas and national parks, as long as the government policy aims to have more tourism in these areas and the local people have participated in the process.

While tourism affords huge employment and income generating opportunities, its impact on bio-physical environment is well acknowledged hence the emphasis on sustainable

tourism. Therefore, according to WTO (2014), for tourism to be termed sustainable it should be able to:

a) Use optimally the resources from the environment which are natural and that establish a vital part in the advancement and growth of tourism while conserving important environmental processes and aiding culture.
b) Respect the social and cultural sincerity of the people, protect their environment, their living and traditional heritage and values, in addition, and enhance either inter-cultural knowledge and acceptance, and

Make certain achievable, economic operations in the long-term, make available socio-economic remunerations to stakeholders and are evenly spread, which includes stable employment and job opportunities and social services to host communities, and supporting poverty alleviation.

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

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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.

Issues enhancing community supports of tourism development

Here, host communities can show support to sustainable tourism development based on issues of security, Laws and policies communication, and operational services.

1. **Security:** Host community members can decide to assist in tourism development in their area by helping to provide security (Ziki, 2020). This is because if the host communities are not in support of tourism activities, they may constitute part of security challenges in the area. Peace and security is paramount to tourism. This is true because no tourist will like to visit any tourism location where there is inadequate security and insecurity will discourage them (Ijeomah, & Ayodele, 2019). For him, issues like kidnapping, armed robbery, terrorism, and many others discourage tourists, no matter the benefits of the tourism programme. For that, organizers of tourism development need to make sure that they get the support of host communities since peace and security within the environment will encourage tourism development. Security is a core element of tourism. Security structure provides the safe environment for tourists and tourism activities. For Saarinen (2023), implementing safety protocols, emergency procedures, and security measures to ensure the well-being and security of tourists and staff can be promoted by the host communities if they are involved in the tourism development programme
2. **Laws and policies:** Every community have its traditional, cultural and social norms, laws and policies. The laws and policies are the guiding principles for the

community which the people adhere to in doing things relating to land sharing, kingship, marriage ceremony, burial ceremony and other things within the community (Ziki, 2020). In addition, Nigeria as a sovereign state has existing constitution (1999 Constitution) which all citizens of the country adhere to in their dealings. On this basis, the nature of laws and policies in a particular community can encourage the viability of tourism programmes and enhance tourism development (Stylidis, 2023). For example, a community may encourage tourism programme by donating communally owned land and other properties for such purpose. More so, tourism programme may be discouraged in a particular community when there are conflicting issues relating to laws and policies which the tourism promoters wants to bring which may contradict the community norms.

3. **Leadership:** At all levels of development programme, leadership play significance and positive roles. In this direction, community leadership can influence the extent of community supports or acceptance to development programmes. A community leader that is well informed, focused and effective will help to encourage tourism investment and development in their community, but uninformed leaders who may not know much about the impact of tourism on community development may not support sustainable tourism in the community (Li & Hunter, 2023). More so, responsible leadership in tourism isn't just about making decisions for short-term economic gain and maximising profit; it's about creating a legacy of positive impact that resonates with the ethical, social, and environmental fibres of our communities. It means ensuring the well-being of communities, preserving cultural heritage, and protecting our environment. Their ability to lead with humility, yet effect monumental change, continues to inspire a more profound and dynamic approach to leadership in every sector, especially the travel and tourism sector.
4. **Operational services:** A tourism programme that wants to be sustained and achieve its goals must involve the host communities in operational service. In the context of tourism, operational services involve the day-to-day administration and coordination of activities and services within the tourism industry (Gidebo, 2024). Such administration and coordination are done easily when the host community members are part of the tourism development programme. It focuses on the efficient and effective execution of various operational tasks and processes to ensure that travel-related services are delivered smoothly and meet the needs and expectations of tourists.

According to Jones (2022), tourism operations involve the management and execution of travel services, including transportation, accommodation, and activities that cater to the needs and preferences of travelers. These operations focus on ensuring a seamless and

enjoyable experience for tourists while maintaining sustainable practices to benefit local communities and environments (Kim, Uysal & Sirgy, 2022). Understanding tourism operations is crucial for optimizing resource use, enhancing visitor satisfaction, and boosting the economic growth of tourism-dependent regions. Here are the key components of operational services in tourism:

a) **Accommodations management**: This includes the operation and management of hotels, resorts, lodges, and other lodging facilities. It involves overseeing room reservations, housekeeping, guest services, maintenance, and ensuring a comfortable and welcoming stay for guests.
b) **Transportation management**: Managing transportation services such as airlines, cruises, buses, trains, and car rentals is crucial (Murphy, 2017). It involves scheduling, logistics, fleet management, and ensuring a smooth travel experience for tourists.
c) **Tour operations**: Handling guided tours, excursions, and travel activities (Stylidis, 2023). This includes planning itineraries, coordinating guides, arranging tickets for attractions, and ensuring a seamless experience for tour participants.
d) **Event management**: Organizing and managing events, conferences, festivals, and other gatherings that cater to tourists (Aref, Gill & Farshid, 2020). It involves logistical planning, coordination, marketing, and ensuring a successful event experience.
e) **Customer service and guest relations**: Providing excellent customer service to ensure a positive experience for tourists. This includes handling inquiries, complaints, and ensuring customer satisfaction throughout their stay or visit.
f) **Quality control and standards**: Monitoring and maintaining quality standards in service delivery, infrastructure, and overall guest experience to meet and exceed customer expectations.
g) **Sustainability and responsible practices**: Incorporating sustainable practices to minimize environmental impact and support the local community while maintaining a successful tourism operation (Przeclawski, 2015). Operational management in tourism aims to streamline processes, deliver high-quality services, and create memorable experiences for tourists. It involves effective planning, coordination, and execution of various aspects of the tourism industry to ensure a smooth and satisfying experience for travelers.

Impact of Host Communities Attitude in Sustainable Tourism Development

The most engaging local people in normal business operations significant feature of the tourism industry is its capacity such as through procurement or sourcing of inputs, to promote opportunities for employment, infrastructural contract out services, providing information to guests, development, revenue and income generation in local creating

packages of local excursions, or developing new communities (Allen, Long, Perdue & Kieselbach, 2018). In Nigeria, local residents have played a major role in the sustainable tourism development. It was considered that community and human development with its numerous tourism is a major source of integrating people with accompanying socio-economic and environmental diverse cultures and languages (Um & Crompton, 2017).

Fredline (2014) submitted that the traditional notion of host- guest relation has three key features commonly known as the host-guest paradigm. The first is 'protection' given by the host to the guest. The second is 'reciprocity' which the host is expecting from the guest in future. The third is 'duty' from both sides which does not claim respect but also reciprocate well-being. The nature of the host-guest relationship and community attitudes to tourism generally depend on: (i) Type of contact between host and guest. (ii) Importance of the tourism industry to the community (iii) Community tolerance threshold. Brunt and Connell (2019) reviewed that contact between host and guest may arise in three scenarios: (i) Tourist purchase of goods and services from local people (shops, hotels); (ii) Tourist and local resident's use of same facilities (beaches, shops, bars); (iii) Purposefully meeting to exchange ideas and information.

Williams (2017) commented that cultural similarity or dissimilarity is one of the major factors shaping socio-cultural impacts. Impacts tend to be greater where the host and guest relationship is both culturally and geographically distant. There have been various perceptions of the numerous impacts of tourism through complex and extensive researches. Most studies have concentrated on how relationships between the host and guest should be symbiotic. The major reason why tourists continue to return to a given destination is that they have established a relationship with the locals and friendship has developed. Increasingly, they become integrated with the local community even if for a short time (Okpoko, 2016). It might be said that they are part of but not from the host community. For instance, when the middle class tourist frequents a restaurant and is drawn into conversation with a local who is a cab driver, upon returning home, the tourist will talk of the conversation and the insights that it gave him or her in the host society.

Scholars (Gjerald, 2015; Okpoko, 2016; Smith, 2018) suggest that although the socio-economic impacts of tourism have been extensively studied, there's need for additional research on the subject across geographical locations so as to further the development of theory in this field. Ritchie and Inkari (2016); Lee (2017) and Smith and Krannich (2018) contended that these perceived impacts on host communities or destination areas may be classified into two categories. The first relates to the characteristics of the destination area, which includes the perceived social impacts of the resident-visitor encounter; examples are cultural gap effects, crime, prostitution, and the demonstration effect (i.e. changes in values, attitudes, or behaviour of the host population that can result from observing tourists). The second category concerns social impacts on infrastructural

development and their perceived effects on the local resources. For example, pressure on local resources and facilities, local versus imported labour, local language and cultural effects, and lifestyle changes.

Host Community's Support Model

This theory was developed by Travis (1984). Travis analysed the Butler's (1980) model and states that the host communities are likely to be engaged in the support with tourists if they believe tourism benefits are more than the cost. The economic impact of tourism is the most significant impact. The host community recognizes the economy boosting power of tourism. Tourism generates employment opportunities and promotes the growth of local businesses; it also contributes to the individual income. The socio-cultural impacts are perceived both positively as well as negatively. When the host community perceives impacts like increase in crime rate, illegal gaming, prostitution, cultural erosion, change in the value system, etc. due to tourism, their attitude for tourism development gets negatively influenced.

Theory of sustainable tourism

The programmes of world tourism organisation (WTO) in 1989, led to the development of Theory of sustainable tourism (Tunde,. 2012). Here, tourism is said to be sustainably developed if it meets the needs of the present generation without compromising the ability of the future generations to meet up with their own needs. This is in line with the world tourism organization definition that sustainable tourism is a tourism development that "meets the needs of the present tourists and host region while protecting and leaving opportunities for the future, leading to management of all resources in such a way that economic social and material needs can be fulfilled while maintaining the cultural integrity essential ecological processes and all the life support systems. In other words, tourism development becomes sustainable if they are environmentally compatible, socially acceptable and economically beneficial to the present and future stakeholders. Thus while the resources of the environment could be exploited to promote the living conditions of the present, they should not be done in such a way as to prevent the future generations from benefiting from it. That is to say that if tourism is sustainably developed, it will continue forever to provide all the essential life support to the host destination. Globally, Indigenous tourism is commonly viewed as a means of facilitating socioeconomic benefits to Indigenous individuals, communities and host regions. Sustainability theory attempts to prioritize and integrate social responses to environmental and cultural problems. The sustainability theory is set to help maintain ecological (environmental) integrity and diversity, meet basic human need, and keep options open for future generation. Sustainability theory will also support empowerment

of individuals to be involved in the decision that influences the environment and quality of lives.

Utility Maximization Model

This theory was developed by Pérez & Nadal, 2005 (Wondirad, & Ewnetu, 2024). The model states that host attitudes towards tourism are highly related to their own welfare. Therefore, the changes in welfare, which can be measured by changes in utility in economic models, are used to approximate changes in host attitudes towards tourism development. Welfare improvement can lead to more supportive host attitudes towards tourism development, whereas welfare decline can lead to less support from the hosts. The microeconomic models have been proven to be effective in investigating host attitudes towards tourism development. The consumption of non-tradable goods by tourists may lead to a decline in the welfare of the hosts, which can then lead to a change in host attitudes towards tourists and tourism development. Here, there are different objectives between the hosts and the tourists. Considering that the resources provided by the hosts are non-reproducible, the overdevelopment of tourism may decrease the welfare of hosts.

Community-Based Tourism (CBM) Model

Community-based tourism model was pioneered by Murphy in 1985. The theory emphasizes on community involvement in developing the tourism so as to ensure sustainable tourism development. Here, if the host community members are involved in tourism activities, they will help to provide adequate security in the tourism site, improved good community leadership that can use the tourism to encourage development of the community, engage in operational services and effective communication for the achievement of sustainable community and tourism development. The model was adopted because it involves interactions between the tourists and the local community that acts as the host applicable in both rural and regional areas. The researcher state that the features of CBT include; it aims to benefit the local communities, especially rural communities, indigenous or residents in small towns; and it contributes to the well-being of the involved hosts, their culture and environment; tourists are hosted locally.

A community participation approach has been emphasized as an integral for sustainable development of tourism. It is suggested that, the community involvement will reduce the negative effects that are related to tourism and increase the carrying capacity of the tourism. Community-Based Tourism (CBT) centres on the involvement of the host community in planning and maintenance of tourism development in order to develop a sustainable economic base (Hall, 1996). However, in most cases, tourism planning is often done without host community involvement at the outset. Many tourism projects are

prepared by professionals or managers without input from the host community. When these projects are made available for community input, usually not until the final stages of development, they often fail to get support as they do not meet community needs or values.

Community-based tourism is often recognized as a perfect example of sustainable tourism development. The reason for this is mainly that local community participation in the development and practice of these projects is supposed to be high, and that the whole community benefits from the projects (Snaith & Haley, 1999). Most CBT projects are small-scale and they often include community owned and operated lodges and other facilities. This would provide positive economic benefits, such as income, for large parts of the community. Besides that, CBT is regarded as being less harmful to the socio-cultural environment because the local population is in control, and they decide which cultural traits they share with their guests. Finally, CBT projects would also have less negative impacts on the natural environment as compared to when locals are not involved. Community members are often best able to judge what is best for their natural surroundings. The small-scale character of CBT also means that small numbers of tourists visit at one time and therefore do not cause overcrowding of the socio-cultural and natural environment.

Host Community's Support Model

This research was anchored on Host Community's Support Model. This theory was used because it stipulates that host community is likely to continue their support for tourism development and expansion in their community provided that such tourism programme is impacting on the economic, environmental, and socio-cultural good of the community. According to Stylidis, (2023), Fintiri-ni, (2024) & Tagowa, (2010) the yardstick for community support include provision of social amenities, employment of host members, increase trade relations, non-interference/respect/recognition/promotion of local culture (such as food, language, birth/death ritual, dressing, and so on), environmental maintenance such as erosion control, reduced pollutions and so on. So a situation where the community could not get the above issues in reasonable percentage means that antagonism will set in.

When host communities perceive the impacts like more scope of cultural exchange, the revival of cultural heritage, more recreational opportunities, etc. their attitude towards tourism development tends to get positively influenced. Hence socio-cultural impact can positively and negatively influence the host community's attitudes. Apart from this, some physiological impacts like destination image also have a significant influence that can positively influence the host community's perception as it makes them feel proud of their culture and region. The environmental impacts like pollution, littering, damage to the

natural environment, over-crowding, etc., are mostly perceived negatively by the host community therefore, it negatively influences their attitude towards tourism development. The physical development of the region, like the development of new infrastructure, amenities, and services, maintenance of existing infrastructure and heritage structures are also found to significantly and positively influence the host community's attitude. Tourism is an important industry contributing to the economic growth of the tourism destination. It brings numerous opportunities and challenges (economic, socio-cultural, and environmental) to the region and the host communities. The positive and negative impacts incurred due to tourism define the host community's perception. The perception of tourism impacts influences their support and attitude for tourism development. For sustainable tourism development, the support and cooperation of the host communities are essential. Hence it is necessary to understand the determinants influencing their support for tourism development.

Empirical Review

Zaffar (2025) studies the challenges of antagonism and tourism with special reference to Jammu and Kashmir in India.Using regression analysis method, the study established found that poor performance of tourism activities leads to support withdrawal.

Abum and Ali (2024) analysed community response to tourism development in Edo State: challenges and prospects. The work used survey through questionnaire and analysed using multiple regression statistics. It was found that most host communities encourage tourism development in their area.

Akem and Sogunro (2024) studies factors contributing to community Irritation on tourism development on employment in South West Nigeria. Using binary logistic regression model, 200 structured questionnaires were administered by closely supervised trained research assistants in Oyo State, Nigeria. Results of the survey showed that tourism developments that affect the culture of the community are opposed by the people.

Elan and Elan (2024) studied community antagonism and sustainable tourism development in South Africa. The study used secondary data which covered 2019-2020. Analysis was done through regression. It found that low level of community participation cause antagonism, and inability tourism programmes to follow stipulated culture will affect tourism sustainability.

Fintiri-ni (2024) analysed strategies for managing annoyance and antagonism in Doxey Irridex model for community tourism supports. The work was done in selected communities with tourism programmes in southern Cameroon. The work used focused-group-discussion to generate primary data. Chi-square through SPSS was used for data analysis. The results revealed that adhering to community regulations, respecting the

traditional laws, environmental maintenance and regular consultation are the ways to managing annoyance and improve community supports for tourism development.

Zakky (2023) worked on issues contributing to community Antagonism on tourism activities in selected communities in Southern Cameroon. Primary data through focus group interview was used, and data were analysed using mean, percentages, and ANOVA. It was found that inadequate consultation of host community members, and neglect of community values are the major issues leading to Antagonism of tourism activities by communities in Southern Cameroon.

Tjizumaue (2022) studied the impact of community antagonism and the success and stability of tourism development programmes in Namibia. The work used survey and questionnaire. Data were analyzed using chi-square. It found that community antagonism leads to poor tourism performance and sustainability.

Uduakabasi (2021) study focused on tourism principles and sustainable tourism site development in Nigeria. Interview scheduled was used, and the data collected was presented in tables and analysed using Pearson correlation coefficient. The study found that tourism principles improves sustainable development tourism site development in Nigeria..

Furthermore, Thi and Duyen (2021) in a questionnaire-based survey studied sustainable tourism development and challenges of antagonism, using Southern Red River Delta, Vietnam as a case study. The researchers' emphasis was to study influencing factors such as environment, society, and economy that affect the sustainable tourism development of the South Red River Delta. Using regression analysis approach, it was found, among others, that sustainable tourism development has a linear relationship with environment and development policy; support services; human resources, association and cooperation; and tourism promotion. The independent variables (environment and development policy; support services; human resources, association and cooperation; and tourism promotion) positively affect tourism development in a sustainable direction.

Ifanga and Ojo (2015) investigated the reasons for host community support withdrawal to tourism activities in Cross River State. It used questionnaires and semi-structured interviews and the data were analysed using ANOVA. It found that interference in local culture, community politics /leadership and poor consultation are the major reason for host community support withdrawal to tourism activities.

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 was 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
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

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S/N	LGAs	Tourism Sites	2022 Projected Population of the LGA
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

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

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

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

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

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

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

$$n = 399.9$$

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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 he 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 supervisor 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
Antagonism	Antagonism	5	0.832
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 21.0) 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
0.000 - 0.199	Very weak relationship
0.200 - 0.399	Weak relationship
0.400 - 0.599	Moderate relationship
0.600 - 0.799	Strong relationship
0.800 - 1.00	Very strong relationship

Source: Research Gate

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

In this study, 380 questionnaire copies 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).

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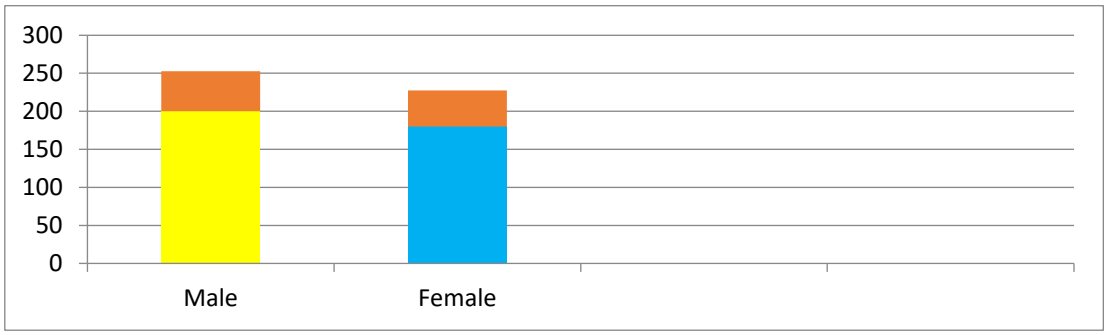
The table above shows that of the 400(100%) copies of the questionnaire distributed to the respondents, 380(95%) copies were duly completed and returned while 20(5%) copies of the questionnaire were not returned.

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).



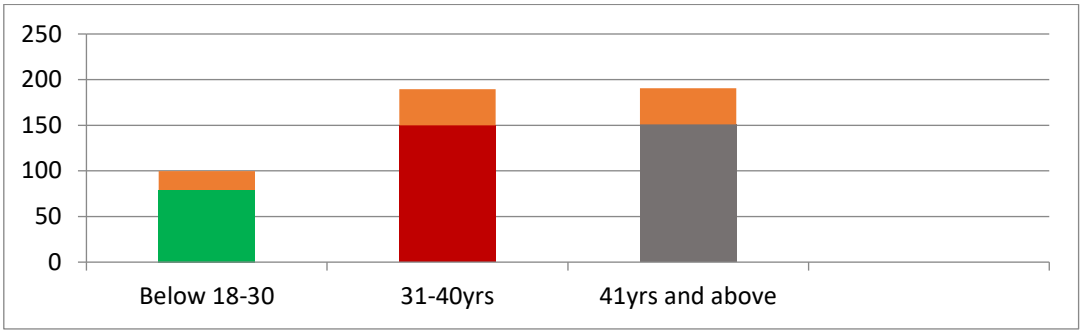
Source: Field Survey (2025).

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).



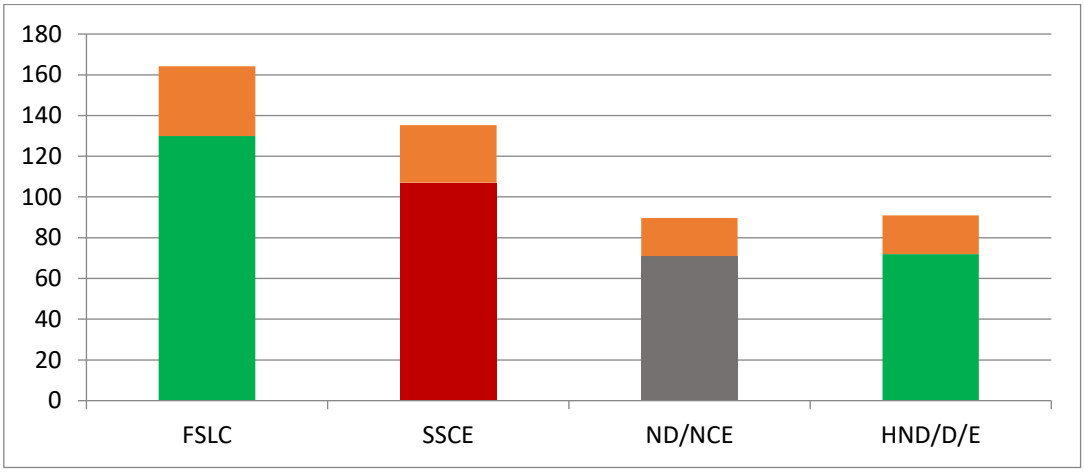
Source: Field Survey (2025).

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).

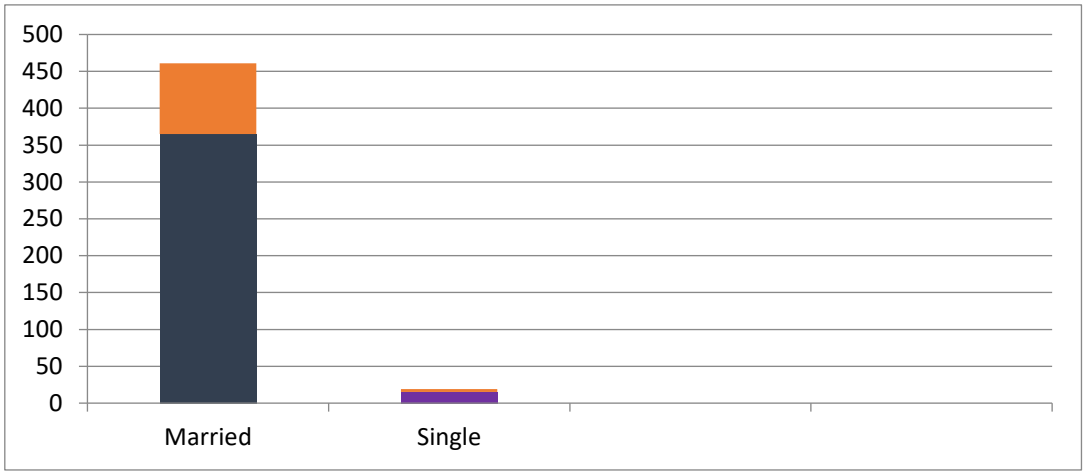
It could be seen from the table above that 130(34.2%) of the respondents are in FSLC, 107(28.2%) of the respondents are in SSCE while 71(18.7%) of the respondents are in ND/NCE, while 72(18.9%) of the respondents are in HND, Degree and Equivalent. This

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).



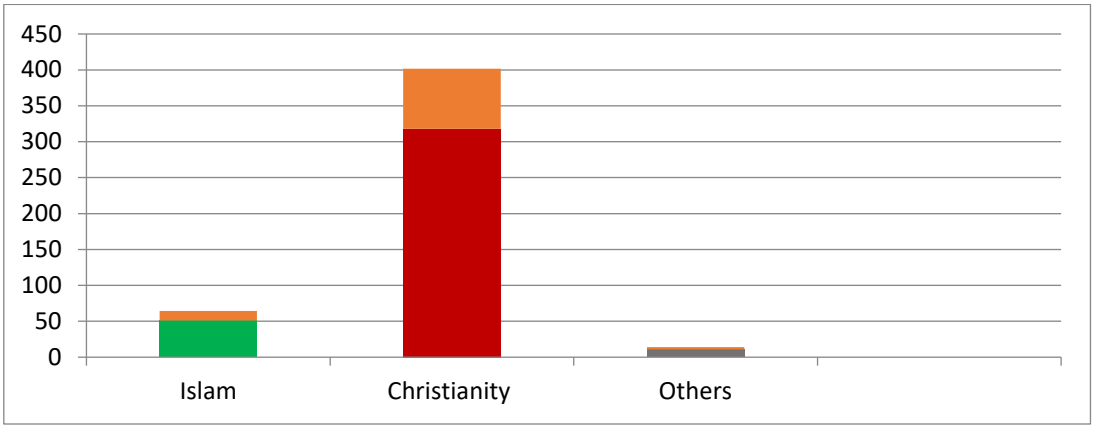
Source: Field Survey (2025).

According to table 4 above, 365(96.1%) of the respondents are married whereas 15(3.9%) of the respondents are 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: Host Community Antagonism Constructs

S/N	Questionnaire Items	SA (4)	A (3)	D (2)	SD (1)	N	∑X	$\bar{X}$	Dec.
1	Quality of public utilities are going down due to tourists presence	272 (71.58 %)	100 (26.32 %)	4 (1.05%)	2 (0.53%)	380 (100%)	1398	3.7	Positive
2	Tourism has increased cost of living in our community	200 (52.63 %)	114 (30%)	42 (11.05 %)	19 (5%)	380 (100%)	1245	3.3	Positive
3	Tourism development has caused me to regret my supports to the tourism investment in my community	211 (55.53 %)	140 (36.84 %)	18 (4.74%)	11 (2.90%)	380 (100%)	1311	3.5	Positive

4	There is contradiction between our community culture and the culture of the tourists	246 (64.74 %)	113 (29.74 %)	11 (2.89%)	10 (2.63%)	380 (100%)	1355	3.6	Positive
5	Our cultural values is going down because of the tourism activities	218 (57.37 %)	133 (35%)	20 (5.26%)	9 (2.37%)	380 (100%)	1320	3.5	Positive
	Grand mean							**3.5**	

Source: Field Survey (2025).

Based on the analysis, it shows that all items that measured the construct on antagonism yielded a positive result. Since the grand mean is 3.5 indicates that the community is experiencing a high level of antagonism or strong negative feelings towards tourism activities.

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	226 (59.47 %)	130 (34.21 %)	14 (3.68%)	10 (2.63%)	380 (100%)	1332	3.5	Positive

	activity is going on								
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 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 community 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.

Restatement of Hypothesis one

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

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

Hi_1	There is significant relationship between host communities antagonism and socio-cultural sustainability in tourism sites	Pearson Correlation = 0.891 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 0.891 (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 indicating that there is significant relationship between host communities antagonism and socio-cultural sustainability in tourism sites.

Restatement of Hypothesis two

Ho_2: There is no significant association between host communities antagonism and economic sustainability in tourism sites.

For the test of hypothesis two, data in Tables 6 and 8 were used.

Hi_2	There is significant association between host communities antagonism and economic sustainability in tourism sites	Pearson Correlation = 0.891 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 0.891 (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 indicating that there is significant association between host communities antagonism and economic sustainability in tourism sites.

Restatement of Hypothesis three

Ho_3: Host communities' antagonism has no significantly connection with environmental sustainability of tourism sites..

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

Hi_3	Host communities' antagonism significantly connects with environmental sustainability of tourism sites.	Pearson Correlation = 0.833 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 0.833 (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 indicating that host communities' antagonism significantly connects with 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 antagonism and socio-cultural sustainability in tourism sites.	Pearson Correlation = 0.891 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	There is significant association between host communities antagonism and economic sustainability in tourism sites	Pearson Correlation = 0.891 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	Host communities' antagonism significantly connects with environmental sustainability in tourism sites	Pearson Correlation = 0.833 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

It was discovered in hypothesis one that there is significant relationship between host communities antagonism and socio-cultural sustainability in tourism sites. The Pearson results gave 0.891 and the general mean is 3.3. The results above are linked to Uslu, Alagöz and Güneş (2020) research which highlighted that tourism development can lead to both positive and negative impacts on communities. One key aspect is the evolving attitude of the local community towards tourism, which can progress from initial enthusiasm to eventual antagonism, as described by Doxey's Irritation Index. Understanding this process and the factors influencing community support is crucial for sustainable tourism

development. The result is also supported by Fletcher, Pforr and Bruecker, (2016) study. They state that when the activities of the tourism developers and tourists starts to contradict that of the locals, and offer more environmental /economic challenges than it solves, the people will start given opposition to the tourism programmes; hence the issue of irritation.

For hypothesis two, it could be seen that there is significant association between host communities antagonism and economic sustainability in tourism sites. The Pearson results gave 0.891 and the general mean is 3.3. The result above is linked to Ibrahim & Musa's (2025) research. Their study highlights that as tourism develops and impacts become more noticeable, communities may start to feel irritated due to issues like overcrowding, increased prices, and changes to their way of life. If negative (social, economic and environmental) impacts persist and are not addressed, the community may reach a stage of antagonism, where they actively oppose tourism or its development. According to Abum and Ali (2024) issues like pollution, congestion, and changes in the environment or culture can lead to community irritation and a decline in support.

In hypothesis three, it was seen that host communities' antagonism significantly connects with environmental sustainability in tourism sites. The Pearson results gave 0.833 and the general mean is 3.1. The above result was supported by Ezirim and Ubonso's (2025) research. Their study highlighted that tourism development can create both opportunities and challenges for local communities, leading to a spectrum of reactions ranging from enthusiastic support to outright antagonism. Community attitudes towards tourism are influenced by various factors, including perceived economic benefits, potential negative impacts, and the level of community involvement in tourism planning and management.

If tourism benefits primarily accrue to outsiders or a small segment of the community, resentment and antagonism can arise. Tourism can lead to environmental damage, such as pollution or habitat loss, which can be detrimental to local communities (Wondirad & Ewnetu, 2024). Tourism can strain local resources, such as water, land, and infrastructure, leading to competition and conflict with residents. Tourism can negatively impact local cultures, including the erosion of traditional practices and the displacement of cultural heritage. If local communities are not adequately involved in tourism planning and decision-making, they may feel marginalized and develop a sense of antagonism towards tourism development (Asa, Tjizumaue, Campbell & Nautwima, 2022).

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Conclusion

At early stage of tourism development, most communities welcomed tourism investors and tourists with open arms, based on the benefits they want to derive from supporting community tourism development. On this note, the community in most cases give reasonable support to the tourism programme. However, the inability of the tourism development activity to continue impacting positively to the host community leads to community opposition, i.e, 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.

Based on literature review and data analysis, it was found in this study that there is positive relationship between, antagonism; and socio-cultural sustainability, economic sustainability, environmental sustainability (as indicators off Sustainable tourism site development).

It was concluded that the achievement of sustainable tourism site development depends on host community support; hence the need for the tourism developers to always encourage Socio-Cultural Sustainability, Economic Sustainability, and Environmental Sustainability.

Recommendations

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

1. Host Community antagonism to tourism site development should based on poor economic sustainability impact such as inability of the tourism organisation to employ host community members in its higher cadre, inability of the tourism firm to contribute to road infrastructure, electricity, and other aspects of development.
2. Tourism site developers should promote environmental sustainability of tourism sites so as to enjoy community supports, and reduce the challenges of antagonism.
3. Host Community antagonism to tourism site developers should based on poor socio-cultural sustainability as it concerns interference to local language, religion, dressing and other community culture.

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