TOURISM EMPLOYMENT AND JOB GENERATION IN THE DESTINATION LIFE CYCLE: 
THE CASE OF OLUMO ROCK, SOUTHWEST NIGERIA

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Abstract
Tourism in developing nation is gradually witnessing dramatic changes as it is used in strengthening their economy, creating employment and generation of income. A host of developing countries are now grappling with the choice of using tourism as an alternative economic strategy. The general perception that tourism generates foreign exchange earnings has geared many nations in Africa to adopt tourism as a development strategy. Tourism interacts with several other industry and sectors, therefore there is no limit to its contribution to the economy. It therefore connotes that visitors travel to a particular destination based on several reasons, either for leisure, or business or perhaps for any other special reason as may be desired by the visitor. Whatever factor that may have pull the visitor, there is a corresponding labour that will cater for the demand of the tourists. This however explains the entire activities that interact during the activity of tourism. The study noted that employment and job generation is highly consistent with the stages of the destination particularly engagement of casual labour which is predominant in the study area.

Keywords: Tourism, employment, income, job

Introduction
Tourism in developing nation is gradually witnessing dramatic changes as it is used in strengthening their economy, creating employment and generation of income. This is evident in the view aired by Page and Connell (2006).

A host of developing countries are now grappling with the choice of using tourism as an alternative economic strategy. The general perception that tourism generates foreign exchange earnings has geared many nations in Africa to adopt tourism as a development strategy. There has been a steady increase in the international tourist arrivals in emerging economies from 31% in 1990 to 47% in 2010 (UNWTO, 2011). Tourism interacts with several other industry and sectors, therefore there is no limit to its contribution to the economy. Gibert (1990) noted that tourism also envelopes other sectors, and that it has no boundary due to its ability to expand and influence other sector. It therefore connotes that visitors travel to a particular destination based on several reasons, either for leisure, or business or perhaps for any other special reason as may be desired by the visitor. Whatever factor that may have pull the visitor, Leiper (1990) highlighted that the activity of tourists centers around three major issue namely, the tourist, geographical elements and the tourism sector. He further noted that the tourist is the “actor” in the system while the geographical element is within the context of the tourist home region, the intended destination region and the transit route that the visitor had taken during the journey. This however explains the entire activities that interact during the activity of tourism.

There is a general misunderstanding underpinning the consensus in the definition of destination, on the arguments that destinations are singularly fixed, and are of one type as demonstrated in the argument offered by Gunn (1994), Metelka (1990) and Medlik(1993). The destination can be viewed to be a larger area that encompasses various attraction. These attraction shared support services needed by the tourist, while individual site, based on a single unit hold this characteristics (Swarbrooke 1995).

Sagar (2011) asserted that tourism is evolving and destinations rise and fall and rise again. This is supported by the view of Stanfield (1978) where he wrote on the fall and rise of Atlantic City. Gunn (1994) defines tourist destination zones (TDZs) as being “a geographic area containing a critical mass of development that satisfies traveller objective”. A destination is also defined as place towards which people travel and where they choose to stay for a while in order to experience certain features or characteristics.
Buhalis, 2000 cited in Cooper (2008). However, UNWTO (2005) aired destination as a critical unit of analysis in tourism. The general understanding here is that the visitor desire and the intention to visit a particular destination is premised on the amalgam of available tourism products that may likely offer the expected experience, similarly Metelka (1990) defines a destination as the “geographic location of which a person is travelling”.

This study will adopt Medlik (1993) definition to justify the choice of Olumo rock as a tourist destination. The definition suggests that tourism destination as “countries, regions, town or other areas visited by tourists. This suggest that the importance of a tourist destination that is largely dependent upon three main issue as often referred to as tourism qualities of a destination, namely the attraction, social amenities and the attraction. It is presumed from this definition that the resident, tourist and host community uses the amenities throughout the season of the year and most often have temporary user’s tourists. The basic element in the concept of destination as offered by Gunn (1994) suggests that the basic element that visibly enhance destination ranges from attraction that satisfy Market expectations, supported by effective and efficient attractive transport linkages which invariably facilitate access to communities.

The study will focus on the use of Butlers (1980) model on “Tourism Area Life Cycle generally throughout this paper, however there are several criticism against the theory. Haywood (1996) criticize the model whether it could be operational and further compliment his view by offering useful concept to make the model operational, this include unit of analysis, relevant market, pattern and stages of the TALC, identification of the area shape in the life cycle, determination of the unit of measurement, and determination of the relevant unit.

It is within this context that Olumo rock in the Ikija area of Abeokuta in Nigeria is considered as a tourist destination, sharing the principle that underline the position of Medlik (1993) concept classifying destination as counties, regions, town or other areas visited by tourist. The study area is a natural permanent resource that stands to benefit tourist and the host communities, this is however supported by the view of Middleton (1988) which suggest, that” an attraction is a designated permanent resource. This resource can be explored for the benefit of enjoyment, entertainment and education of the visitor, but however managed and control in the interest of the stake holders.

**Application of tourism area life cycle on the study area**

The tourism area life cycle model propounded by Butler has gained significant influence in explaining life cycle area of tourist destinations according to Butler (1980) “not all areas experience the stages of the cycles as clearly as others. This is premised on the assumption that different situations affect tourist destination at the different stages which accounts for the different stages of the curve propounded by Butler (1980, as shown in figure 1 below, from the exploration, involvement, development consolidation, stagnation, decline and rejuvenation stages of the model.

![Butler's Tourism Area Life Cycle Model](attachment://butler_life_cycle.png)

Figure 1: Butlers tourism area life cycle. Source: Stages in the Tourist Time Area Life Cycle Source, Butler.
Life cycle stage assessment of Olumo Rock, Abeokuta Ogun State

Exploration stage
The Butler (2006) model suggests that the tourism area life cycle would emanate from the exploration stage that significantly involved few numbers of tourists. The tourists attracted to this destination due to the nature of the attraction were particularly the elite, that are adventurous, motivated to travel in discovery of new destination.

This category of tourists, according to Plog (1976) classified as allocentric meaning varied in form. Their visit to this place as suggested by Cohen’s (1972) that this classification of tourist are explorer, they individually sought for their trip, avoiding routine track procedures and show class based on their preference for quality.
The locals that hang around the attractions Olumo rock were very few and particularly were concerned at offering spiritual sacrifice to the rock due to his historical residence of being a refuge for the local during inter tribal war. At this stage there were no tourists infrastructure to support the destination potentials, however, typical natural and cultural heritage of the local exists in its raw and undiluted form and nature was extremely at it beauty, and no form of employment were generated at this stage. However some petty trading on the sales of local artifacts had commenced.

**Involvement stage**
At this stage more tourist were already identifying with the destination and the influx into the area was high, the allocentric at this stage will move away and explore other exciting location that are adventurous but rarely return to the same place for a revisit. The category of tourist to this destination at this stage in the opinion of plot (1974) was classified as ‘psychocentric’. They are quite in their disposition and prefer “safe” destination where they can repeat visit at a conservative level.

This stage for the study area was characterized by the demand of local authorities pressuring the local authority to develop the attraction, but it was not obviously a serious concern to neither the local authority nor the regional government. It was the period of the oil boom, that the national government is generating so much foreign exchange from the sale of crude oil. For the Nigerian economy

The social patter of the local community is transformed due to provision of some services and facilities needed by the tourist at this stage, private homes were been offered as temporary accommodation for visitors and the quality of food was still relatively not the choice of majority of the visitor as local meals were offered for sales.

There is seemingly a pattern of visit to the destination due to the introduction of the “Lisabi day” organized for the native of Abeokuta where the traditional king and his were entertained in commemoration of the celebration around the destination. This actually popularized the attraction with some degree of advertisement that significantly increases the interaction between the tourists and the local community and expanding the demand for tourists accommodation. At this stage government committee had been active on the need to reposition the destination creating a platform for local and foreign investors. The pattern of employment showed an increase as travel agents, tour operators, hotels, restaurants were increasing in numbers. In view of all that has been mentioned so far, one may suppose that despite the enormous potentials of this destination and emerging business opportunities, the data on employment trend and economic benefit are available enough to aid planning. Falade (1998) points out that ‘lack of available data on Nigeria tourism largely invalidates the planning
assumptions which may therefore have resulted in realistic goals’. The applicability of this model in relevant and useful at this stage, as the model have been found useful in the assessment of similar studies in the evolution of tourist destination development that aligned with the six stages of Butlers model (Lingshenget al 2008). The pressure mounted by the local community informed some access road constructed by the local authority to the tourist destination.

**Development stage**

This stage local entrepreneur are packaging tours to attract different categories of visitors and quality hotel are springing up, while cultural and historical attractions were package along the Olumo rock as a tourist destination.

The market is well developed at this stage and majorly families were more in the categories of visitors, they majorly come to have the scenic view of the attraction as mostly visited during festive period. The number of tourists at this stage surpasses the number of the local community, and the demand for quality labour to provide services needed by the tourist was an issue. This gradually started affecting the use of locals for professional service in hotels, restaurants and the importation of labour from beyond the city arose. The population figure of Abeokuta south is 130,318 (National Population Commission, 2006 National Census) with Ikija area hosting the destination having a population of less than 5,000. The trend of visitor fluctuates between 6,000 and 7,5000 including local and international visitors.

The local and state government became more involved sensitizing the public and running radio jingo, the traditional Adire (Tie and and Dye) local market was equally popularized, the local tie and dye market has grown so strong that most visitor patronized the market. The reputation of this unique market has grown so wide empowering the local community, in fact the products tie and die are marketed across the country. The category of the visitor at this are midcentury as classified by Plog (1973). The development stage in the opinion of Butler (2006) emphasize that the service became sophisticated offered by bigger companies to visitors ranging from hotels, cuisine and technological improvement in the physical appearance of the destination. Bankole(2002) stresses that contribution of tourism can be direct and indirect, creating employment in hotels, transportation, manufacturing, and allied sectors.

**Consolidation stage**

There is a well-defined package tour for visitors to this destination at this stage, and the attraction is generating income, for the local community, and gradually reducing unemployment pressure on the state. However, according to the present administration in Nigeria, President Good Luck Jonathan through the Director General of NTDC, Sally Mbanejo reported at a conference recently in Lagos that the country’s potential would be harnessed to improve the economic. He further expatiated that “investing in the sector will create employment opportunities for the people and also boost the country’s capacity in revenue generation especial in foreign exchange. In exploring the Tourism Area Life Cycle of Butler the mid centric market still exists at this stage which correspond to the concept of the model as the cultural attraction have been modified, majority of the small hotels collapsed as there were drive for modern hotels. This period marks the emergence of quality brand hotels, the concept of hotel accommodation for school children were on the increase due to regular excursion and educational tour from colleges and tertiary students that strengthened the flow of tourists to these attractions. The carrying capacity levels were over stretched.

Majority of the tourist use the attraction as family picnic as earlier noted, and it was a family meeting point during festive period from far and near, more restaurants are opening up, road were expanded and constructed by the government and regional publicity were done by the Nigerian tourism development cooperation (NTDC). There were some discontent about the locals on the “spiritual purpose” the attraction serves the community and the over commercialization of the attraction is creating social issue between the government and the locals which culminated into financial demand by the locals to appease the “Rock”. This is however done on a yearly basis among the traditional title holders that appease the rock as believed. This support butter (1980) view that attitude held by local residents towards visitors and tourism development may undergo a process from euphoria through apathy and irritation to antagonism as suggested by (Doney 1976).
The study area Olumo rock is presently at this stage with the government of Ogun state which between the period of 1999 to 2010 had shown significant commitment in developing infrastructure around the state, expanding road access between Ogun state and Lagos state being the commercial nerve centre of Nigeria, strengthening its business relationship with multinational organs atom like Nestle that presently have one of its industry in the state, the non performing state hotel was privatized and franchise large chain hotel began to expand their tentacle by developing their property in the state such as Dusmar presidential hotel, Crown Royal Hotel, Swiss International Hotel, Daktard, Supreme Hotel among others.

During this period the leadership of the state had a concession agreement for a 15 year plan on the destination in focus that it could generate sufficient fund to pay also its staff salaries and reduce burden on the state government and creating more employment. The modernization of this attraction as shown in figure 2 reflected its modernity and the huge investment by the state in 2006.

The introduction of elevator encouraged more patronage through far and wide, but immediately there was a change in the political leadership of the state the concession agreement on Olumo rock with resource support limited (RSL) was revoked (Premium Junes, 2001 on – line).
The state government had embarked on series of road construction to widen access to various existing attractions in the state. This will support business that is now navigating into Ogun state due to its proximity to Lagos. Construction and development are on of the governments major priority “Rural x infrastructural development employment generation”, among the various contractors are China Civil Engineering and Construction Company, Nigeria Limited, Kepxing, Borini Prono, Veapo, First August Nigeria Limited, Iti-tech, Siktobs and Zebra Gold.

At the consideration stage where the destination is presently witnessing, major large scale business are dominated by corporate organization (Tooman,1997, cited in Inlinsheng et al 2008). The environmental quality of the environment is degrading due to over stretching the inflow of tourists; carrying capacity is defined due to drive for economic profit and the increasing loss in the originality of local culture and tradition. And due to increase in growth of tourists more facilities are service would need to be provided, the ecologic nature of the rock at this stage is threatened, and this will affect the availability of the destination.

**Current investment in tourism**

The evidence presented in this section suggests that Ogun state government in 2013 projected an investment of 19 percent in rural and infrastructural development/Employment generation to stimulate development; however the figures used in the table1 below are in Nigeria Naira. Tourism is captured under the sectoral agenda of the state government in rural and infrastructural development.
<table>
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<th>Details</th>
<th>2013 Approved Budget</th>
<th>% Share of Total Budget</th>
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<tr>
<td>Affordable Qualitative Education</td>
<td>44,276,006,009</td>
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<tr>
<td>Rural &amp; Infrastructural Development/ Employment Generation</td>
<td>40,416,700,000</td>
<td>19%</td>
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<tr>
<td>Affordable Housing &amp; Urban Renewal</td>
<td>28,171,300,000</td>
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<tr>
<td>Efficient Healthcare Delivery</td>
<td>14,752,200,000</td>
<td>7%</td>
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<tr>
<td>Agricultural Production/Industrialisation</td>
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<td>Sub-Total</td>
<td>138,306,106,009</td>
<td>65%</td>
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<tr>
<td>Others</td>
<td>73,483,700,000</td>
<td>35%</td>
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<tr>
<td>TOTAL</td>
<td>211,789,806,009</td>
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</tr>
</tbody>
</table>

Source: Ogun State, 2013 Budget
Conclusion
The study presented thus far provide evidence that despite the enormous potentials of tourism in Nigeria, particularly the destination in focus, the data on employment trend and economic benefit are not available enough to aid planning and development. The study however is not intended to give a detail employment trend but established the relationship between employment generations at the various stages of the Tourism Area Life Cycle. It is evident that study highlighted the significant impact of employment generation at the various stages of the cycle.

References


